

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCI

NEW YORK, APRIL 29, 1915

No. 5

California—The "Go-Getter"



A Young Lochinvar Burst in Upon Us

"San Francisco wants that Exposition, and we've come to Advertising Headquarters as the place best equipped to help us put it over!"

In brief, such were the tidings of a young Lochinvar out of the West who burst in upon us one Saturday some four years ago.

It was a half day with us, but we met the emergency. The telegraph wires were set to singing with messages to the newspapers of the far West. Next day a full-page advertisement appeared in all the papers west of the Rockies calling upon the people to exert all possible influence to swing the Fair to 'Frisco.

For three days the telegraph facilities of the White House were tied up with messages from the coast that were coming in to President Taft.

As a result, Congress reversed the report of the Exposition Committee, which had already awarded the Panama Exposition to New Orleans, and, to make a long tale a bob tale, 'Frisco got the Fair.

Such are the possibilities of accomplishment when the enterprise of the West is coupled with the equipment of this national advertising agency.

Not content with one exposition for the State. San Diego got busy and is holding another of its own.

That's the way the virile Californians do things, and that's why to-day California is the most talked of and visited State in the Union.

With her brilliant accomplishments to speak for themselves, we need not bore this noble audience with rhapsodies about her ideal climate and turquoise skies.

(Continued on page 77)

The Source of Power

The pull of the advertisement varies exactly with the pull of the editorial.

There's a nice hard sentence to think over.

But just consider this—the paper bought for amusement is read for amusement; that bought for the premium may or may not be read at all; but the paper bought because it contains suggestions which mean bigger profits to the reader, gets pretty close to the heart of things.

* * *

The source of power of Standard Farm Papers is their specialization. Each paper deals with the problems of a given branch of farming or of a special section.

Generalizations have no place in Standard Farm Papers. Each article must touch

the problems of its readers directly.

Has this policy "registered"? The final answer to that question is found in the fact that many of the Standard Farm Papers are paid for in advance by one out of every two or three farmers in their chosen field.

And, mind you, that means the very cream of the farm people—those ambitious to progress.



TRADE-MARK OF QUALITY

**STANDARD
FARM PAPERS**

ARE FARM PAPERS OF KNOWN
VALUE

Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

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NEW YORK, APRIL 29, 1915

No. 5

Advertising Builds Quickly Big Sales of "Readi-Cut Houses"

The Story of Bay City's Million-Dollar Idea

BAY CITY, MICH., ought to be printed in large letters on the advertising map, because it is the home of concerns which have been startling the lumber trade by selling houses by mail. This is the million-dollar idea which in less than ten years has been changed from a fantastic dream to a sales plan so commonplace and practical that competitors are now as thick as honeybees in a clover-patch.

To say that houses are being sold by mail is really to misstate the facts. What is actually sold is the plan for the house, plus the entire "cutting bill"—all of the lumber that goes into it, dressed and cut to size and ready to nail together. In other words, it is a remarkably effective plan for selling lumber, since it creates the demand and supplies it, all at one stroke.

Selling lumber by mail is nothing new. Sears, Roebuck & Company have been doing it successfully for a good many years, and "fighting mail-order competition" is one of the regular topics on the programmes at retail lumber conventions. The big mail-order houses have also sold a good deal of millwork—sash, doors, etc.—by mail, and Sears, Roebuck have done something along the line of selling barns and other small buildings complete, these being shipped in sections. But the idea of selling all of the material for the entire house, of creating and visualizing a home-picture that pulls the money from eager builders everywhere—that plan hails from Bay City.

The North American Construction Company, which is said to be doing a business of \$1,500,000 a year, is given credit for originating the plan, though it is now only one of a considerable number in the field. W. J. Sovereign, who started the business, is president, and Otto E. Sovereign, who has had charge of sales and advertising and who originated the numerous selling features that have made the plan popular, has the title of secretary-treasurer and general manager. Through him "Aladdin Read-Cut Houses" have been made to seem like the product of the slave of the ring, and his famous "Dollar-a-Knot" guarantee has been one of the most effective features of the entire proposition.

ECONOMY OF READI-CUT PLAN

The theory on which Read-Cut houses are marketed is that waste and labor are excessive when each house is "made to order" on the ground. The carpenter must cut the boards to size by hand, and, though stock-lumber sizes are arranged to enable this to be done with as little waste as possible, there is, of course, a considerable amount. Substituting for this the plan of making up one design and then cutting the lumber for it on big power-driven machines not only reduces the labor cost tremendously, but, with the wide range of sizes provided, it enables the waste to be worked up to advantage.

In shipping a saving is made through the elimination of freight on the waste, and the builder need

only have a reliable carpenter to follow the plans and put the material together. It goes without saying that it would take a reliable man to complete this job, for the chances of error are probably greater than when the dimension sizes are cut out individually. But undoubtedly the theory of the plan is sound.

The Aladdin catalogue explains and defends the Read-Cut principle as follows:



Any Cottage Shown Above For Less Than \$500

Here's Good News for Outdoor Lovers

VACATION days are coming! Let's fill them with the finest of summer pleasures—a cottage on the shore.

And best of all, let's build our own cottage, fashion it with our own hands. A week will do it—complete it—a Sovereign Read-Cut Summer Cottage. It's the very best of fun, the work is easy and the cost so small.

Aladdin Read-Cut Houses

The name of ALADDIN Read-Cut Houses is known all over the world. It is the name of the most famous and successful of all the summer cottage systems. It is the name of the system that has made it possible for every man, woman and child to have a summer cottage on the shore. It is the name of the system that has made it possible for every man, woman and child to have a summer cottage on the shore. It is the name of the system that has made it possible for every man, woman and child to have a summer cottage on the shore.

Sovereign Summer Cottages

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What You Get

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NORTH AMERICAN CONSTRUCTION CO., 1175 CLAYTON BLVD. CHICAGO, ILL.

SHOWING THE ATTRACTIVENESS OF ALADDIN SUMMER COTTAGES

"Modern power-driven machines can do better work at a lower cost than hand labor. Then every bit of work that can be done by machines should be so done. The steelworker, with a little hacksaw, trying to cut and fit the steel girders of the modern skyscraper, would be no more out of place than the modern carpenter cutting sills, joists and rafters. The skyscraper framework is cut to fit by machines in the steel mills,

marked and numbered ready for erection. The lumber in the Aladdin house is cut to fit by machines in the Aladdin mills, marked and numbered ready for erection. The steel system is twenty years old—the Aladdin system ten years old."

WASTE REDUCED TO A MINIMUM

The company claims to have reduced the waste in manufacturing building material to less than two per cent, compared with a waste of 25 per cent on the building job, and as much more in the planing-mill and sawmill.

The steel-skyscraper idea of cutting to size at the mill is regarded by the company as such a good analogy that it publishes in its catalogue a picture of steel beams delivered on a job and marked to indicate their places in the structure.

"There is no fitting or cutting on the ground," it says in this connection. "The sawing, measuring and fitting were done in the steel mills in Pittsburgh. How can they do this work? Why, the structural engineers know how. It's their particular business. It's their life work. So it is with Aladdin Read-Cut Houses. The same principles govern each job."

Another unusual feature of the Aladdin system, and one which is not shared by a number of competing concerns, is that it furnishes not only the lumber for the building job, but the other materials as well, including hardware, plumbing, heating, etc. The foundation materials, however, are purchased on the ground, as it is pointed out that brick, stone and cement are produced in every section, and that nothing would be

gained by shipping them from Bay City.

Another big talking point which is emphasized in the advertising of the mail-order house manufacturers is the time which is saved in putting up a home. The fact that the material is shipped promptly and that the time of erection is but one-third of that required when all of the sawing and fitting must be done on the ground is responsible for this, it is asserted.

WHERE THE IDEA ORIGINATED

It is said that W. T. Sovereign, president of the North American Construction Company, started the business with \$200 capital, after figuring that it would be possible to sell a boathouse by mail. He did some advertising in *Motor Boat* at small expense, but found that the demand for a summer cottage, which he mentioned incidentally, was greater than for the boathouse, so that the latter was discarded in favor of "the big idea."

With his brother, who then came into partnership with him, national advertising was begun in 1909, half-inch space being used in *Collier's*, the Associated Sunday Magazines and the *Saturday Evening Post*, this "campaign," which looks small indeed compared with the back pages in colors and other large-space ads now being run, costing \$93 all told. Since then the advertising has been developed consistently, being increased of late largely to meet competition, and the concern is now one of the leading national advertisers. It has published a single ad costing \$12,000.

It is said that the company's houses stand in every part of the

world, from Saskatchewan to the Tahiti Islands. Whole communities are built of Aladdin houses, it is declared, and sometimes as many as 200 are sold to a single concern, such as an industrial corporation which is arranging to house its employees. The mail is so heavy that 120 girls are employed to handle the correspondence, more than 300,000 pieces of mail often being handled in a single month.

The house business has been supplemented by the sale of additions, which are designed and shipped just like the other buildings. Summer cottages, the original business, have not been neglected, but a special line of "Sovereign" cottages is offered, the designs being described in a pamphlet separate from the main catalogue. They are now being featured in the general advertising. Read-Cut barns, poultry-houses, milk-houses and other farm buildings are included in the line, which has also been expanded by the manufacture of furniture advertised under the name of "Homecraft." After becoming used to the idea of houses being shipped "knocked down," one is somewhat surprised to learn that the furniture is set up at the factory and shipped that way, in contrast with the

methods of some other mail-order furniture advertisers.

The Aladdin catalogue, which is a book of 128 pages, contains 125 house designs, ranging in price from a couple of hundred dollars up as high as \$1,800. Inasmuch as this represents simply the material cost of the building, to which must be added the cost of the site and labor, it is obvious that the company is getting into fairly high-priced work on the



Sold by the Golden Rule Which home would YOU pick?

The beautiful ALADDIN catalog describes fully the following houses, besides a hundred others:



the price of each house includes the following:
 1. Foundation and concrete floor.
 2. Siding and trim.
 3. Windows and doors.
 4. Roofing and gutters.
 5. Stairs and porches.
 6. Heating and plumbing.
 7. Electrical wiring.
 8. Paint and paper.
 9. All labor and material.
 10. Delivery to the site.

NORTH AMERICAN CONSTRUCTION CO.
 800 So. Michigan, Detroit, Michigan.
 901 ALADDIN AVE. BAY CITY, MICH.

THEY NOW NAME THE VARIOUS MODELS

number of defects. A floor is shown with the defects and without, the latter being accompanied by the statement, "Here's Aladdin Clear and Knotless Flooring, Furnished with Every Aladdin House."

COMBATTING OPPOSITION

who may be dissuaded by local friends from trying the plan. The company seeks to get an opportunity to meet opposing arguments by the following suggestions:

"The Aladdin plan has appealed to you strongly—there can be no doubt about that fact.

"It is altogether likely that you are enthusiastic about it."

"You will probably talk to your friends about it and tell them how good it looks—tell them of the many advantages of the plan.

"In talking to a friend or asking advice from a lumberman, contractor or architect we suggest two things:

"First: Write down each question asked of you and which either you cannot answer or this catalogue does not answer.

Make a note of any objection that may be raised to the plan, the system of construction or the material. Pass those questions on to us. We are eager for a chance to answer them.

"Second: You will find people who are antagonistic to our plan

COMPETITION HAS LED TO INSTALLMENT SELLING

One of the most spectacular features of the Aladdin campaign has been the Dollar-A-Knot guarantee, which applies to flooring, siding, etc. A special sheet is included in the company's current literature analyzing lumber grades to show that No. 1 yellow pine flooring, "A" cedar siding and other materials which apparently grade high really contain a large

Unbeatable Prices!

We own Forests - thousands of acres. We own Lumber - millions of feet. We own Mills - among the largest of their kind. We sell direct from forest to consumer. Thus we are

See What Our Price Includes

The Price includes all materials from the ground up—lumber, plaster, hard
ware, glass, paint, nails, screws, etc. (Carpenter discounts easily followed, go
with each Sterling Home.) And **don't forget this:** Sterling Lumber covers
material and cut-to-fit. That saves you half the Carpenter Expense. (Carpenter
charges for the ordinary house is a fortune more than all the Lumber.)

Two Years to Pay

That's our latest offer—Two Years to Pay for the Handsome Sterling Home—or any other

Somebody else offers such liberal terms. Somebody else agrees to sell you a Home so small, monthly payments without interest.

STERLING
SYSTEM
BUILT
HOMES

1. **Startling**—you can put your **Startling Home** in **ONE-THIRD THE TIME** it takes to build a house by the **hard-core** methods.

Startling Systems **Build Homes** are built from the **insect** studies that **grow**.

They learn to fly, otherwise it would not **do** all **as useful**. Beers would **be** **delicious**. And **these houses** are **planned** by **master designers**, by **men** and **women** whose business is **to** **design** **houses** that **people** **can** **enjoy**.

When you buy a Startling, you get **all** the **best** **at** **the** **lowest** **cost**. **Startling Homes** are **permanently**, **NOT** **portable**.

We have **Six** and **Shipping** **Stations** in **Michigan**, **Florida**, **Texas** and **Washington**.

Get Our New Book "The Famous Fifty"

Now before you reach a Home Buying Opportunity offered anywhere... Group it into whole units, or... Send in the enclosing 1 two-cent stamp to cover mailing cost, with these words: "Please send me more Book and 'Two-Years-To-Plan' Plan." It is done and you'll get a reply by RETURN MAIL.

Dept. A-39 Buy City, Michigan
Be sure to address Dept. A-39

INDISPENSABLE

**in New England
Campaigns**

THE PROVIDENCE JOURNAL

Daily — **20,641**

Sunday — **32,948**

SWORN NET PAID CIRCULATION FOR 1914

THE EVENING BULLETIN

48,777

SWORN NET PAID CIRCULATION FOR 1914

MEMBERS AUDIT BUREAU OF CIRCULATIONS.

PROVIDENCE POPULATION	245,090
ASSESSED VALUATION	\$344,204,420
BANK CLEARINGS	\$401,946,300
PER CAPITA WEALTH	\$1,308.08

The employees in 6,875 establishments number 158,227.
\$95,087,264.61 on deposit in savings banks by 50,679 people.

The Largest Plants in the World

in their lines are located in Providence: Brown & Sharpe, Tools and Machinery; American Screw Co.; Nicholson File Co.; Gorham Mfg. Co. (Silversmiths); General Fire Extinguisher Co.

**Trading Territory Population
Over Half a Million**

CHAS. H. EDDY CO., Representatives		
Fifth Ave. Bldg.	Old South Bldg.	Peoples Gas Bldg.
New York	Boston	Chicago

—to us. Look for the motive behind the antagonism—you will find it. The motive in each case will be self-interest.

"If a merchant, perhaps the direct-sales plan undersells him, and he doesn't like it. If a contractor, he sees a possible contract lost; if a banker, he may be personally interested in a local lumberyard: you will find a motive every time.

"But listen to them, make notes of their arguments, hear what they say; we will be only too glad to answer all questions."

In addition to anticipating the arguments of those unfavorable to the mail-order plan, this method undoubtedly enables the company to learn the nature of objections, and thus to meet them in its catalogue and other advertising.

The company also makes use of its customers to secure new prospects. Besides featuring letters and testimonials in its advertising, it pays a commission to customers on new business which they may be able to develop by giving the company the names of possible buyers. The details of the plan are withheld and are given only to owners of Aladdin houses, but the idea is suggested in the following:

"Aladdin customers are drawing cash dividends from the money they have invested in their own homes. We will state simply that from names of 230 Aladdin homeowners taken at random from our files we find an average cash dividend paid to each of \$94, or seven per cent on their investments in their own homes.

"How is this done?" you ask.

"The principle—simply to interest your neighbors who expect to build Aladdin houses.

"No other work, no time expended, no money expended—just clean dividends for years to come—of course, dependent upon sufficient effort on your part to write us an occasional letter—that's all."

NAMES GIVEN TO STYLES OF HOUSES

An interesting feature of the mail-order house-selling plan is the naming method. Every design, instead of being numbered, is named, and the names are suffi-

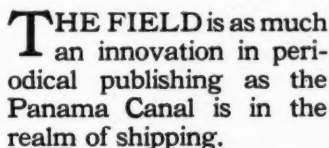
ciently picturesque and attractive to appeal to the average purchaser. The generic name of Aladdin is then coupled with the specific name, such as "Aladdin Standard" or "Aladdin Kentucky Bungalow." There is not much doubt that cleverly conceived appellations of this sort help to sell the designs by giving the prospect a definite name to hang his thoughts upon. This plan is followed by practically all of the Read-Cut clan.

In view of the comparative novelty of the idea, the company makes a strong point of its financial integrity, reproducing letters from its banks and giving as references the mercantile agencies and all financial institutions in Bay City. In addition it gives a \$1,000 guarantee bond, the terms of which are as follows:

"Be it known by these presents that we, the North American Construction Company, of Bay City, Mich., in order to afford our patrons every possible protection in the purchase of our goods, and as an evidence of absolute good faith, in the exchange of positive and reliable value, do hereby issue to the party or parties specified herein this guarantee: That the Aladdin House purchased by the said party or parties and all of the material composing said house or barn will be in accordance with representations made in Aladdin catalogue. That there will be sufficient material for the erection of the house, as specified in said catalogue. And that all of said material will arrive at destination in excellent condition.

"It is hereby further agreed and specified that should there be any failure to fulfil the above requirements the purchaser herein specified is, under the terms of this guarantee bond, entitled to receive from this company either material for replacing or cash covering the same, at the option of this company, to promptly make good any material that may be damaged upon arrival or that may not be in accordance with representations or that may not have arrived with the shipment."

A suggestion of the large numbers of inquiries received from

[illegible]

It connects, for the first time, in a community interest, the general advertiser of high-class articles and the farm-paper advertiser of high-class live stock and farm supplies.

The Field is the only practical paper published for the owners and managers of country estates as well as for farmers who are successful in a larger financial way. ¶ We should, and shall be, the foremost medium in the country in the point of space carried and sales secured from the investment, which is at this time only \$90 a page in one issue. ¶ We expect the quantity and quality of our circulation to warrant an increase to \$150 a page later in the year. ¶ The March issue of *The Field* contained 21,000 lines of unusually attractive advertising, representing the leading concerns in this country.

To reach a large purchasing power advertise in THE FIELD

For information as to rates, positions available this year and next, address

ADVERTISING DEPARTMENT

R. V. HOFFMAN, General Manager EDWIN H. CHAPMAN, Advertising Director
ROBERT F. MAC CLELLAND, Eastern Manager F. S. KELLY, Western Manager

THE ADVANCED AGRICULTURAL PUBLISHING CO.

17 W. 42d St., New York Western Office: 150 Michigan Ave., Chicago

G. HOWARD DAVISON, President ROBERT SCOVILLE, Vice-President WALTER A. JOHNSON, Publisher

BOARD OF HONORARY ADVISERS

F. LOTHROP AMES	THOMAS DE WITT CUYLER	AMBROSE MONELL	JOHN A. SPOOR
J. N. CONYNGHAM	CHARLES A. OTIS	T. COLEMAN DU PONT	L. STUART WING
ROBERT A. FAIRBAIRN	FRANK O. LOWDEN	GRAHAM B. SCHLEY	THEODORE N. VAIL

the company's advertising is given in the fact that the form letter which accompanies the catalogue is printed, not multigraphed, and that the name of the inquirer and the date are not typed in, as usual. The letter is interesting in a number of ways, however. In a box at the left margin is given a list of "Answers to Some Questions You May Care to Ask," with references to the proper places in the catalogue to find the information.

"I'll Pay \$1.00 for Every Knot" is printed at the bottom of the sheet in red, along with the slogan, "Every Aladdin House backed by the Aladdin Dollar-a-Knot Guarantee and Aladdin Gold-Rule Service."

As a great many inquirers are doubtless country people, unused to business correspondence, the final paragraph in the letter says "Turn this letter over and write me on the back of it."

Another feature provided for the uninitiated is a reproduction in miniature in one corner of the order blank of a blank properly filled out. Another form of the guarantee is printed at the top of the order blank as follows: "Your money will be instantly returned if what you purchase from us is not found to be entirely satisfactory in every particular and exactly as represented. Safe arrival of all material is guaranteed." In the current advertising 24-hour shipment is guaranteed.

The terms under which Aladdin Houses are sold are 25 per cent cash with order, balance C. O. D. A five per cent discount is allowed where the full amount is sent with the order.

INSTALLMENT PLAN BEING INTRODUCED

Some of the competitors of the North American Construction Company are now coming into the field and offering to sell houses on the installment plan. The International Mill & Timber Company, of Bay City, says in one of its current ads:

"We have done away with the customary cash-in-full requirement. Our customers make a rea-

sonable cash payment and pay balance in small monthly installments. This plan enables many a man to buy and enjoy his new home now instead of waiting several years."

However, the cash payment required is considerably larger than is demanded in the usual installment plan, \$414 being the cash needed to buy a \$691 house, for instance.

The development of the credit proposition not only suggests that competition for business is becoming stronger, but also seems to demonstrate the complete confidence which the manufacturers have in the success of the plan and the satisfaction which their customers will experience. For it would be rather difficult to "repossess" a house sold under the Read-Cut system, though a mechanic's lien might be taken.

The Lewis Manufacturing Company, of Bay City, which publishes a handsome 112-page catalogue, meets the "Dollar-a-Knot" proposition by stating in its guarantee, "As an evidence of quality, our flooring, siding, shingles, outside finish, porchwork, inside finish, including base, trim and stairwork, are free from knots.

"As there are other flaws in lumber besides knots, and as a further guarantee of good faith we will pay \$25 in gold if in any Lewis-built house shipped from our Bay City mills there is found a stick of timber or a piece of lumber not according to our specifications or that does not pass the most stringent and severest grading rules of any recognized national lumbermen's association."

The Lewis Manufacturing Company features probably more high-priced homes than the North American Construction Company, the maximum being around \$2,600 and a great many being over \$1,000, while the greatest stress is probably laid on Aladdin Houses under that amount.

Another interesting feature of the Lewis catalogue is the reproduction of scenes in the forests and lumber mills where the material is manufactured, so as to emphasize the "forest-to-consumer"

idea. Immense logs, four or five feet in diameter, are shown being moved from the woods to the mill.

It is worth noting that, while with the large amount of advertising being done by the Bay City house manufacturers, and the tremendous business which is indicated by the scope of their operations, the North American Construction Company now having a trade of over a million and a half a year, the average lumberman does not appear to be greatly disturbed by the development. It is probably the country retailer who has been worst hurt.

EFFECTS ON LUMBER TRADE

Some members of the regular lumber trade see much good to come out of the competition with the mail-order concerns. The manager of one of the biggest mill-work jobbing houses in the country said frankly that the local retailer had been doing no creative constructive work, but had taken too much for granted.

"He has assumed," he went on, "that since he was the only one who could supply the material, he need not go out and work up the business. The result has been that he got trade only when people had decided to build of their own volition and were actually in the market for the lumber.

"The mail-order houses are creating demand for homes and then selling the lumber for them. This is showing the retailer a new idea, and some of them are taking hold of it. In fact, the *American Lumberman* and other trade journals are now publishing house plans occasionally for the purpose of enabling the dealer to furnish designs for homes and thus compete with the mail-order concern which does everything but nail the pieces together.

"In the big cities the mail-order people haven't much chance to compete, because of the facilities provided by architects, contractors and others. But in the rural sections, where it is difficult to secure architectural services, the mail-order scheme really does something worth while, and, until the local dealer learns how to

provide a similar service, he is going to lose business."

It is said that a large lumber concern in Illinois has been working out a modification of the Readi-Cut plan by selling houses to customers in its general section, but sending a foreman of its own to supervise the construction. In this way, it figures, it will beat the mail-order house at its own game by having someone on the ground to insure the building being put up exactly right.

Another suggestion of the utility of the plan is the statement that several million dollars' worth of Readi-Cut houses are to be purchased for erection in Belgium when the war is over, this plan of rehabilitating the devastated country having been agreed upon as offering the most rapid and convenient means of replacing homes which have been destroyed in battle.

Death of S. H. Moore, Founder "Ladies' World"

Stuart Hull Moore, for many years publisher of the *Ladies' World*, died in Pasadena, Cal., April 18, aged 61 years.

With his cousin, F. M. Lupton, he entered the publication business in New York in 1875. Among their earlier successful ventures was the *Cricket on the Hearth*. In 1886 Mr. Moore established the *Ladies' World*, which until three years ago was published by S. H. Moore & Co. under his direct supervision. Its early growth was, in a large measure, due to his idea of securing subscribers in clubs through authorized agents and the medium of premiums, of which method he was a pioneer.

Three years ago his company was merged with the McClure Company, publisher of *McClure's Magazine*, under the firm name of the McClure Publications, Inc., in which concern Mr. Moore retained an interest up to the time of his death.

His son, Arthur S. Moore, is secretary of the McClure organization.

Western Church Press Club Organized

The Western Church Press Club was organized recently in Chicago with the following officers: W. I. Goodspeed, president; Dr. C. D. Gray, vice-president, and Charles W. Barton, secretary-treasurer.

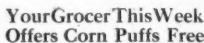
The object of the club is to represent the advertising, editorial and publishing interests of the religious papers in the territory west of Buffalo and Pittsburgh.

Company Will Issue 36,000,000 Coupons Good for Free Package of Summer Specialties Through Magazines

"In making this offer," said C. A. Bowman, of the company, "to a representative of PRINTERS' INK, "we are using every precaution to make sure that the dealer buys only what he can readily dispose of. We insist that our salesmen do not book large orders. As a general rule two cases of each product is plenty. We would much rather have the dealer keep reordering from the jobber, because it keeps up his interest and works out better all around."

"Briefly the plan is simply sampling through selected magazines which, we feel, go into the right class of homes. The coupon is good only when presented by a consumer with an order for some specified product. A coupon on a Puffed Wheat advertisement, for example, entitles the holder to a free package of Puffed Rice when presented with order to the grocer. We pay the grocer

The company does not plan to follow these names up after they are turned in for redemption. The reason for this is that the competitive nature of the various products does not warrant, as the company feels, spending money advertising the group, and it would not be profitable to follow up each consumer for individual product sales. "We do not believe," said Mr. Bowman, "as so many manufacturers of food products do, that it is profitable to use one product to advertise the other. Some advertisers, for



12 PRO

UCT

12

example, will put inserts in the package. But we feel that these inserts are costly, and if the person has formed the habit of using Puffed Rice, it is debatable whether it is wise to switch to Puffed Wheat. There is a question as to the wisdom of spending money merely to switch business from one product to another."

HOW DUPLICATION IS PREVENTED

The Quaker Oats Company has followed this plan of sampling for several years, although never on such an extensive scale as this year. According to Mr. Bowman the plan works out very profitably to all concerned, and the danger of one person signing several coupons is taken care of by picking magazines which sell at a price making such a plan impractical. In order to reduce duplication of coupons,—that is, one family receiving several magazines in which the same advertisements appear,—copy will be prepared for all three products, and so distributed that this danger will be circumvented as much as possible.

In making up the list nineteen out of the thirty-eight publications are in the woman's field, sixteen of them scheduled for two insertions. These, of course, constitute the backbone of the campaign. Next in order come the three Sunday magazines, with the balance of the list made up of youths' publications and magazines with large home circulations. The company estimates that on an average two coupons will thus be placed in each home with a cash redemption value of 27 to 30 cents. This point is being capitalized in the advance announcement to the dealers. "Don't think that these sales won't come," reads the announcement, "most housewives will get two coupons worth from 27 to 30 cents. To them as to you they are just the same as cash. These customers of yours will not throw away that 27 or 30 cents." The "guaranteed sale" feature of the plan is explained to the dealer in these words: "Any grocer who orders seasonably as we suggest, and finds himself on August 1

with too much stock on hand will be relieved of his surplus stock on request. We make this offer so that no grocer will have any excuse for not supplying this coupon trade, thus sending his customers elsewhere. If you will prepare for the consumer demand we will take the risk of the sale."

New Appointments to "Hearst's"

Charles B. Nichols, formerly of Leslie-Judge Company, has been appointed Western advertising manager of *Hearst's Magazine*, and Kirk B. Johnson, recently with *Munsey's Magazine*, will act as Eastern advertising manager. A. R. Eley, formerly of N. W. Ayer & Son, and Fenton-Gardner, will look after Philadelphia and the South, while Joseph Gallagher, formerly of the Lesan Advertising Agency, will work in New York City.

"Corn Magazine" Changes Ownership

Harry B. Clark has purchased two-thirds of the stock of the company which publishes *Corn Magazine*, at Waterloo, Iowa, and will assume active control next November. Mr. Clark is now director of the circulation of the Capper publications at Topeka. His previous experience in the publishing business was with the Hearst newspapers and the Phelps Publishing Company.

Joins Troy Collar Company

Russell D. Meredith, for the past two years advertising manager of the Daniel Green Felt Shoe Company, Boston, will become advertising manager for Van Zandt, Jacobs & Co., Troy, N. Y., on May 1. Mr. Meredith has previously been associated with two other collar companies in Troy, Henry Holmes & Son and the United Shirt & Collar Company.

Auto Manufacturer Advertises Free Service Anywhere

Interest is being created in the Pathfinder automobile through the advertising of a "Pathfinder Service Coupon Book" which entitles every Pathfinder owner to free service at any garage in the United States. There is no time limit—the coupon book is always good anywhere at any time.

J. F. Bresnahan Joins "Every Week"

J. F. Bresnahan, lately with the American News Company and Butterick Publishing Company, has been elected vice-president of the Every Week Corporation.

Advertising is but one factor

There are many things which sway the fortunes of a campaign but which the advertising itself does not control.

The product itself may not be good enough to insure reorders. The sales work may be weak, or the firm's policy vacillating. The capital may be too small. Factory facilities may be inadequate. Business depression may lead to timidity.

Advertising often influences such conditions, but it cannot control them.

There are also many causes, irrespective of sheer merit, which may bring about the discontinuance of the use of one publication by an advertiser, even though he may

be continuing his campaign as a whole.

In spite of all the conditions which favor the fluctuation of advertising in any one publication,

THE LADIES' HOME JOURNAL and *THE SATURDAY EVENING POST* last year renewed more than 85 per cent of their business of the year previous.

Less than 15 per cent of the volume in each publication came from new advertisers.

We take this to indicate:

(1) The effectiveness of the publications.

(2) The effectiveness of the efforts which we and other publishers, as well as agents, are exerting to see that the influential conditions, outside of advertising itself, are as near right as possible.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia

JOHN JACOB ASTOR, JR.
First snap-shot ever
made of the two-and-
a-half-year-old son
of the wealthy
New Yorker lost
on the Titanic.



©
AM. PRESS
ASSOCIATION

This is
one of the
58 news pic-
tures which
came to the people in 382,000* good** homes
in a single current issue of Leslie's.

News pictures, that appeal to every member of the
family, make Leslie's distinctive among periodicals

—make Leslie's as much a woman's paper as a man's—
as keyed advertisements frequently demonstrate.

LUTHER D. FERNALD, ADVERTISING MANAGER

*A. B. C.
average
1914.

Leslie's
Illustrated Weekly Newspaper

**Ask us
about our
"rated sales."

Boston New York Chicago

Wide Range of Vital Subjects Covered by Publishers in Annual Convention

Circulation Statements and Coupons Two of the Matters Brought Before the A. N. P. A.

ONE of the significant features of the twenty-ninth annual meeting of the American Newspaper Publishers' Association, which was held in the Waldorf-Astoria, New York City, on April 21, 22, and 23, was the discussion of the Government's attitude toward the investigation of the semi-annual sworn circulation statements demanded by law.

Members of the association considered the advisability of urging an amendment to the present law which would provide for the investigation by the Government of the statements and criminal prosecution for perjury of publishers who utter false statements.

The policy of the Government to investigate specific cases of alleged false statements when sufficient evidence is produced was rapped. It was asserted that when proofs had been sent nothing was done toward investigating the circulation.

President Herbert L. Bridgman touched on the point in his address to the convention, also. He declared that formal correspondence with the department had been waived and that it had been insisted that the expense of investigating each statement was prohibitive. It was suggested that the redrafting of the statute might result in mutual satisfaction for the Government and the publishers.

The two formal topics which covered this point were discussed for nearly two hours on the afternoon of the convention's first day. These topics follow:

Should not the American Newspaper Publishers' Association urge and secure the passage of an amendment to the present law, compelling semi-annual statements of sworn net paid circulations of newspapers, that the Government shall investigate these statements, and shall prosecute criminally for perjury publishers who utter false statements?

That the association rescind its action of last year in supporting the iniquitous Federal law requiring daily newspapers to give circulation and debts.

In the past the Post Office Department ruled that when sufficient evidence had been submitted to warrant investigation of a circulation statement the work should be turned over to a Post Office inspector. The inspector was to be left to his discretion regarding the report on the case.

Agitation has been begun at various times for the investigation of the semi-annual statements with little visible result. Because of a technicality, publishers who wanted to make false statements could escape a perjury charge, since there is no law which compels a publisher to swear to his circulation.

In addressing the members of the association, President Bridgman said in part:

"Outstanding incidents of the year are the conservatism, not to say indifference, of the postal officials at the intimation of investigation of the sworn semi-annual reports of circulation. Formal correspondence on the subject in the abstract has been deliberately waived, but personal interviews leave no reasonable doubt. The department says that it bases its attitude upon the expense of investigation of each report, but that complaints in good faith, backed by prima facie evidence, will be investigated. It is suggested that as a new Congress with new committees is in sight it may be well to take steps looking to a recasting of the statute to the mutual satisfaction of the Government and newspapers. The American Bankers' Association announces publicly that it will take no steps officially to test the constitutionality of the Federal Reserve Act or any part of it.

"Legislation ostensibly designed to reform and correct newspapers, in most cases to restrict and embarrass them, is constantly increasing. Discussion of its merits, if it has any, and motives are beyond the province of these remarks. Newspapers have never yet failed to protect their rights when seriously threatened, nor is it likely that the public, dependent to-day more than ever on them, will suffer their usefulness to

be impaired or independence to be curtailed.

"All other vocations, forgetting their own defects and all that newspapers have done to overlook and cure them, seem to believe that they have a special mission to regulate the press. No one familiar with events needs to be told that the newspapers have amply demonstrated their ability to improve their services, enhance their value and power. Overhead, outside restriction and repression will not only be futile and disappointing, but destructive and intolerable."

The association passed a resolution against trading stamps, coupons, and similar trade devices when it adopted this resolution introduced by James Keeley, of the *Chicago Herald*:

WHEREAS, The alleged profit distributing coupon plan and similar schemes, having attained such growth and having, in the judgment of merchants, become such a menace to legitimate business that legislation prohibiting the same is pending in various State Legislatures, and

WHEREAS, In the opinion of close students of economics, the same are believed to be fundamentally opposed to the growth of trade and the expansion of legitimate business; therefore, be it

Resolved, That the American Newspaper Publishers' Association hereby expresses its belief that the best interests, not only of the newspapers of the country, but of all business enterprises, are not served by such methods of exploitation.

The resolution was passed after a discussion of these four topics:

What has been the experience of members regarding the advertising of trading stamps, security vouchers, and similar trade devices? Have the labor unions objected to such advertisements, and has it led to any complications with advertisers?

What is the status of legislation in the different States regarding trading stamps? Has any law been passed to stand the test of the Supreme Court? What is the attitude of the home merchants and newspapers?

In what manner have members dealt with the new form of the trading stamp idea revived on the Pacific Coast and the West, in which is included railroad mileage, theatre tickets, and merchandise coupons?

What has been the final result of the litigation in Salt Lake City to force newspapers to accept trading stamp advertising?

The advertising bureau was heartily endorsed and given the standing of a regular committee with authority to keep separate funds. The bureau has been regarded as more or less of an experiment during the last couple of

years, but the publishers believe now that it is a vital factor in creating co-operation between them and their advertisers. The members were urged to give their support to the work of the association.

WORK OF BUREAU OF ADVERTISING

There was an unexpectedly large attendance at the luncheon of the Bureau of Advertising, held Wednesday, April 21, at the Waldorf. The speakers were Lafayette Young, Jr., publisher of the *Des Moines Capital*; William Woodhead, of the *Sunset* magazine and president of the Associated Advertising Clubs of the World; Richard H. Waldo, of the *New York Tribune*; Harry Tipper, advertising manager of the Texas Company and president of the Association of National Advertisers; M. P. Gould, of the M. P. Gould Company and chairman of the Executive Committee of the Association of New York Advertising Agents; William A. Thomson, director of the American Newspaper Publishers' Association, Bureau of Advertising. John F. Mackay, business manager of the *Toronto Globe* and chairman of the committee in charge of the Bureau of Advertising, acted as chairman of the luncheon.

Mr. Thomson described what the Bureau has done, how it has done it, and what he believed it should do in the future. Many of the members were surprised that the Bureau of Advertising has been conducting its work the past year at an expense of only \$26,000. Mr. Thomson recounted the efforts made by the Bureau of Advertising to secure advertising accounts for the newspaper members. He cited several accounts which had been secured for the newspaper and told of one extensive advertiser who had become discouraged with advertising, but after taking the Bureau of Advertising into its confidence had decided to re-enlist in the ranks of newspaper advertisers on a large scale.

Throughout the year, he said, the Bureau has made persistent

efforts to induce the Board of Managers of the two California expositions to appropriate funds for advertising. Acting with a joint committee appointed by the Periodical Publishers' Association, the Committee prepared and signed a presentment on the subject of advertising, laying it before the Board of Directors of the Panama-Pacific Exposition at San Francisco, through Harry Chandler, of Los Angeles, representing the newspapers, and William Woodhead, of San Francisco, representing the magazines.

In spite of the able efforts of these two gentlemen, there is no prospect at present of inducing the managers of the San Francisco Exposition to advertise. They have made the point repeatedly that the newspapers have been so liberal in the amount of free publicity printed about the Exposition that there is no need for a paid advertising campaign.

Mr. Thomson believed that the A. N. P. A. should congratulate itself that advertisers were showing a growing disposition to call into their councils the Bureau of Advertising. He believed that the possibilities were as yet only faintly realized; that there was a very great amount of business which yet could be enlisted for the newspapers if the right development work were done. "Advertisers need the strongest kind of educational work and the American Newspaper Publishers' Association should push that work through its Bureau of Advertising to an even greater degree than in the past."

Mr. Woodhead extended a cordial invitation to the A. N. P. A. to join the Associated Advertising Clubs of the World. He believed that such an association would be of direct benefit to the Associated Clubs and the A. N. P. A.

Mr. Tipper spoke from the standpoint of the man who buys newspaper advertising space. He thought of the newspapers as a medium which could strongly localize selling appeal, focusing an advertising campaign strongly upon a definite area. He expected

that newspapers should render the proper service, describing the market at the gates of which they stood and informing the advertiser of the possibilities in that market. He believed, however, that there were kinds of service which an advertiser should not ask of a newspaper, which were apart from the newspaper's definite function. The service which the newspaper renders should logically have to do with the function played by the newspaper in the scheme of the advertiser.

Mr. Waldo, of the *New York Tribune*, endorsed the statement of Mr. Tipper as to service, saying that it was apart entirely from the newspaper's function to go out and sell goods to dealers. Mr. Waldo also believed that the newspapers as yet had only scratched the surface of future business which would flow to them. He echoed Mr. Woodhead's invitation to the A. N. P. A. to join the Associated Advertising Clubs of the World.

NEWSPAPER CO-OPERATION WITH ADVERTISERS

Mr. Gould discussed the relation of the advertising agent to newspaper publishers. He stated that advertising agents were interested in communities and not particularly in mediums. They were concerned with the buying power of people grouped in communities and the newspapers were in position to supply information about these communities to much further extent than they have yet done. Some newspapers have made a beginning by gathering some remarkable and valuable information, particularly the *Chicago Tribune*, which is said to have spent about \$50,000 on its marketing plot of Chicago.

Further, he said in part:

"Now, if you look at your circulation statement of all of the Philadelphia newspapers, you will see that 60 per cent of their circulation is in Philadelphia and 40 per cent is in the tributary territory, but, if you will take a town like Reading, Pa., you will find that the circulation of Philadelphia papers amounts to about

5,000 daily. But that is not sufficient to move goods in Reading, but it is of enough consequence that an advertiser does not want it wasted, therefore, he uses the Reading *Eagle* to back up his work in the Philadelphia newspapers. Now, all of this makes for the economical use of newspapers. It is what the advertiser is thinking.

"But that is only a beginning. There is no real reason why, for example, the newspapers of Philadelphia should not join together and get out a big market map of Philadelphia. This map should show the shopping centers, should give the names of the big stores in the shopping center, and indicate the character of these stores. It should show the lines of travel, that is, the lines of trade running into the center, so that a national advertiser or an advertising agent would know the character of the population and of the great type of dealers in each section. He should know how to cover Philadelphia with his salesmen. If he wanted to cover all of the stores quickly, say, in two weeks, he should know that it would take fifteen men to do it. If he only wanted to reach fifty of the more prominent stores, having one representative in each shopping center, he should know that two men could do it in two weeks.

"In addition to this, he should know the territory in Eastern Pennsylvania which is really tributary to Philadelphia. In this tributary territory you will find, within a hundred miles of Philadelphia, sixteen or seventeen prominent cities besides a large number of smaller towns. The population of the tributary territory is a little larger than the one million seven hundred thousand population of Philadelphia proper."

He cited as a good example the work Julius Mathews, of Boston, is doing with his list of New England newspapers. Mr. Mathews endeavors to put his advertisers into touch with the markets peculiar to each community. At this time there are eleven try-out campaigns being run in the papers in his "list."

H. C. Brown, of the Victor Talking Machine Company, made a plea for price-maintenance, asking support for the Stevens bill.

The speech of Lafe Young, Jr., of the Des Moines *Capital*, is printed on page 53.

Other topics presented for the publishers' consideration included:

How far should publishers go in censoring exaggerated bargain advertising offered them for publication?

What is the practice of members regarding advertising contracts offered publishers conditional on the purchase of a "service," such as poultry column, dramatic columns, etc.?

What charges do members make for the "triangular" copy lately offered by some tobacco advertisers?

That the publicity about "fake" advertising is doing more harm than good. The people will really think that there is something wrong when there is not.

Why should newspapers accept book campaigns on contingent fees?

What course has been followed by members in handling automobile contracts received from agencies, calling for one-half of the amount to be collected from the local dealer? (Committee's report on this topic appears on page 62 of this issue.)

Have newspapers profited by the Westfield Pure Food campaign advertising?

Should publishers not refuse to accept all propositions for advertising which carry with them a provision for the purchase of a service of some sort, either moving picture or otherwise, which the newspaper does not need and does not want, and which amounts practically to a liberal discount from the advertising rate?

Many advertising contracts provide for a rebate in the event of decreased circulation. It is a poor rule that does not work both ways. What newspapers, if any, when accepting such contracts, insist upon an increased rate in the event of increased circulation?

In what cities do newspapers not allow commission to advertising agents on local business?

Is the publication of moving picture serial stories beneficial to circulation? Would the newspapers generally have benefited more by refusing this co-operation, which probably would have resulted in general advertising by the film companies?

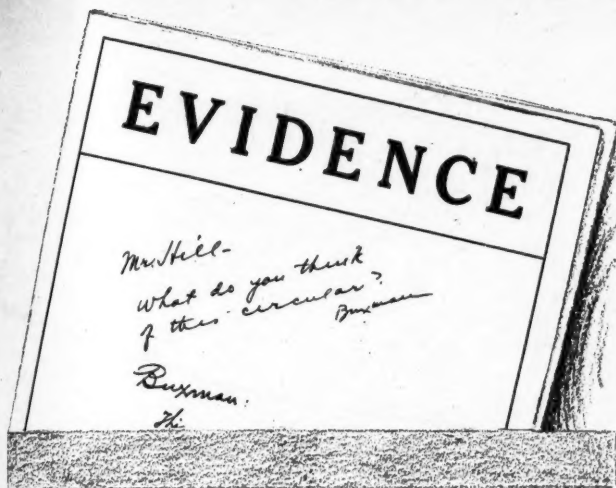
Why should publishers of daily newspapers pay out their money at the rate of \$3.00 per week (or page) for moving picture serial stories, when the feature does not half justify the expense? If we stand together we can make them "pay for it."

What has been the experience of members with stories published in connection with moving pictures so far as circulation is concerned?

Have papers using premiums run into complications with advertisers over same?

What experience have members had in prosecuting for thefts of subscription lists?

(Continued on page 59)



Want a Copy?

Evidence that Power readers buy from Power advertisers. If you sell to power plants and are interested in increasing your sales, write for a copy.

Published by the Hill Publishing Company at the Hill Building, 10th Ave. at 36th Street, New York City, also publishers of the Engineering and Mining Journal, Engineering News, American Machinist, and Coal Age. All members of the A. B. C.

POWER

THE CANTON FOUNDRY & MACHINE CO.

TELEPHONES
BELL 222
STARK 222

CANTON, Ohio.

IN REPLY REFER TO DEPT

RAILWAY AGE GAZETTE,
MECHANICAL EDITION,
Woolworth Building,
New York, N.

March 3rd,
1915

Gentlemen:

Just received your letter of March 1st acknowledging my letter of the 18th in which I told you that we are having an unusually large sale for Portable Floor Cranes and Hoists to the Railroad Shops throughout the country.

I neglected to state in my letter that most of these sales are traceable to the advertisement we are running in your paper and I feel that it wouldn't be fair to you to see the Gazette bring home every day tangible results without even telling you something about it.

Our advertising in the Railway Age Gazette, Mechanical Edition, has proved so profitable from direct traceable inquiries and sales that I cannot keep the secret -- I must pass it on to someone else.

With only a small quarter page ad, the business closed direct, resulting from our advertisement, has been very pleasing. I feel that any firm selling machinery used among Railroads who wants to build up a business in this field, cannot go wrong by using the Gazette, figuring on a basis of cost per inquiry and cost per sale.

Thanking you for the careful and exacting attention you have given our account and for the efforts in working with us to bring about better results, I am,

Yours very respectfully,

JRB.C

CANTON FOUNDRY & MACHINE CO.

JRBucher

Circulating Summary

And to you

These months

Copy sent

*You too can build up a
business in the
Railway Field!*

Read the letter on the opposite page.
Note what this advertiser has to say about the

Railway Age Gazette Mechanical Edition

Note what he has to say about results; about
the cost per inquiry and the value of this pub-
lication to advertisers who wish to reach the
mechanical departments of railroads.

Here are the conclusions; conclusions that every
advertiser who uses the RAILWAY AGE GAZETTE
MECHANICAL EDITION must form:

- 1—That railway officials responsible
for purchases in the Mechanical
Departments, read the Railway
Age Gazette, Mechanical Edition.
- 2—That a quarter page advertisement
is read and elicits response.
- 3—That our Copy Service Depart-
ment co-operates with advertisers.

Call upon us to show you how you too can
build up a business in the Railway Field.

SIMMONS-BOARDMAN PUB. CO.

New York

Chicago

Cleveland

Members of the Audit Bureau of Circulations

The Lesson of the Squirrel and the Empty Nuts

Before the agent sells space in any medium, or before his client does any advertising at all, both will do well to agree on the idea that advertising is done to get results—not for fun, or glory, or pride, or to keep up with fashion, but *to get results*.

Yes, this sounds primary, but even yet there are too many manufacturers who make miserable the life of their agencies because they do not thoroughly understand the difference between mere publicity and real advertising.

The agent is clearly entitled to insist that his client must have discernible results. Whether an inquiry-bringing campaign, a direct-sales effort or a general publicity series is planned, the advertiser should get results, or quit.

In one case, results will be traceable through inquiries, or through orders; in another, only the increased volume of business will be in evidence to show that the advertising is profitable. But, in the long run, the advertising must do more than make good—it must show that it has made good.

The Farm Journal's "Tell-tale Book" has been a fine help in this direction by getting advertisers to separate the "robber papers" from the "producers." Increased accuracy in record-keeping follows the use of "The Tell-tale Book," which is sent free to national advertisers and to agents who wish to increase their service to their clients. The squirrel wastes no time with empty nuts; neither should you with unpaying papers, so write to-day to THE FARM JOURNAL, Philadelphia, and make known your needs. In case you want immediate sales, kindly observe that June closes on May 5th.

Pushing a Specialty Through Department Stores

Discovering and Developing a Market for Nurses' and Maids' Uniforms

WHEN a manufacturer has been doing business for sixteen years without advertising his goods except through salesmen or an occasional letter, and doing a profitable business, it might be thought difficult to prove to that man why he should promote his goods in a national way.

That was just the position of the Henry A. Dix & Sons Company, of New York City, manufacturers of Dix-Make uniforms and house dresses, three years ago. The company had started in a modest way to manufacture a general line of house dresses for women. That was the time the "Mother Hubbard" was popular, and thousands of these garments were made by Dix.

Then came a day when M. H. Dix, one of the business founder's sons, was taken ill and sent to a Philadelphia hospital. While convalescing, the youth was impressed with the possibilities of making better uniforms for nurses. When he next saw his father he said to him, "Father, why don't we stop making so many of those 'Mother Hubbards' and turn out some nurses' uniforms instead?"

The beginning of the present business in uniforms was marked by that query. The first order for the new specialty was obtained by the son from John Wanamaker. "I threw a garment on my arm, took a day off, and got the order," remarked Mr. Dix, who is now

in active charge of the business.

After this first small order was obtained the company was faced with the problem of developing a market for its specialty. As M. H. Dix, the son, was the sponsor of the specialty line, naturally the burden fell upon his shoulders. But he was enthusiastic and regarded his task with much less worry than he might have done had he known of the obstacles he was to meet.

He found in the first place that even the largest department stores paid little attention to the needs of nurses. In England he knew that the big stores had special departments which catered to the needs of professional nurses.

Right at the start, then, Mr. Dix was confronted with the job of proving to the merchants, especially the leaders in the large cities, that it would be profitable for them to pay more attention to the merchandise wants of nurses. He made trips to several of the large cities and talked his proposition from morning until night, but results were slow in coming.

ADVERTISE? PERISH THE THOUGHT!

It wasn't long before Mr. Dix realized how advertising would help him in the work of education and co-operation with the merchants. He broached the idea to his father, but met a rebuff from the elder Dix, who told him that advertising was not conservative, nor dignified, and that he did

Dix-Make UNIFORMS AND HOUSE DRESSES

WHETHER your maid opens the door, waits on the table, or does general housework, her appearance contributes to the atmosphere of your home.

Dix-Make Uniforms for Nurses and Maids are conspicuous though they are recognized as the best obtainable. Worn in leading homes, hotels and hospitals everywhere. Model shown is one of our many Maid Uniform styles. No 716 price \$1.99. We also make the celebrated Dix-Make House and Parlor Dressing. In many modish and latest styles for all sizes.

Sold by leading stores, in many styles for all sizes.

HENRY A. DIX & SONS CO.
Dix Building
New York

Write for detailed style book.
R 1—Sewer Brochure
R 2—Sewer Catalogue
R 3—Sewer Uniforms

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TYPICAL COPY OF THE CAMPAIGN

not intend to damage the reputation of his established business by sensational methods.

"Let me have part of the commission that we are paying to salesmen and I will get more business," suggested the son. But the head of the concern had no use for advertising.

Still the son did not give up the idea of advertising the specialty line. In 1912, while Mr. Dix, Sr., was visiting in Europe, the chance came.

The first advertising campaign was started and Dix-Make nurses' uniforms were advertised. Space was taken in the various periodicals which circulate in hospitals and training schools and are read by nurses. At that time the policy of concentrating on a single style of garment was begun and has not been changed. Some criticism has been encountered as a result. It is urged that more than one style should be featured in an advertisement. But Mr. Dix replies to that by saying that it is impossible to feature all of the models made by the company, and that he believes in creating the demand for one style directly and for the others indirectly by the advertising.

With his new ally, Mr. Dix began his work anew on the big stores. He visited all of the larger ones in New York, then made a tour of the Middle West. He found that stores which carried nurses' uniforms had no department for them, and that often the line was not displayed. If a customer asked for a uniform, the clerk would reach under the counter for it.

A full range of sizes was a novelty, and on this point particularly Mr. Dix was emphatic. Then to the line was added house-maids' uniforms, and later house and porch dresses, to broaden the possible market and make the proposition more attractive for the stores.

"When a woman comes to your store to buy a dress, sell her a uniform for her maid," Mr. Dix told the merchants. "There is no need of her going somewhere else for the maid's garment. You

might as well have that profit as anyone else."

Advertising was concentrated on the maids' uniforms in high-class women's magazines. Then one day the late B. Altman, of New York, sent for the Dixes, father and son. While awaiting their arrival the merchant had carefully examined every seam and buttonhole of the Dix-Make garments in his stock.

"Do you really think that my customers will demand these garments?" the merchant asked the manufacturers.

The manufacturers' answer must have satisfied Mr. Altman, for since that day the Fifth Avenue store has been a customer of the Dix company. The annual business with B. Altman & Company now ranges over \$50,000, and to-day its garments are one of the few lines that are sold in that store under the manufacturers' label.

"We've used more than 10,000,000 labels on garments we have manufactured," Mr. Dix stated. "We regard our label as one of our best assets, and our advertising has helped make it better known."

Other big stores saw the advertising and paid more attention to the line. Departments were organized in several stores, larger stocks were bought, and the goods were given prominent display. While the company does not believe that the advertising was responsible for all this, it is credited with a good share of it. Hard-hitting sales arguments played an important part. One of the strongest of these was that sales were being lost to the stores right along.

MAKING STORE EXECUTIVES THINK

A folder sent to department store executives quoted these examples of sales that were lost frequently: "A nurse connected with a prominent hospital inquired where our uniforms could be obtained in New York City and was given the names of the stores carrying our models. Two days later a letter was received by us from her stating that she visited

six leading stores but failed to obtain the style she wanted in our white uniform. Our records showed that all of the stores carried that model, and further investigation disclosed the fact that one store had the goods in reserve stock and the others were out of the size the nurse wanted.

"None of the stores offered to procure the six garments she required and we were compelled to telephone to a store she had not visited, resulting in an \$18 sale for that store.

"A nurse in Michigan responded to our magazine advertisement, and from the circular sent to her by us sent a postal order for \$6 to one of our customers, requesting him to forward to her two white uniforms. This money was returned to her, it being stated that the nearest uniform to what she wanted which was in stock was blue chambray. This nurse took the trouble of writing to us again, and at our suggestion was supplied finally by our customer

in Chicago. Yet our records showed that the Michigan concern was carrying the very style wanted by the nurse, but was out of the size needed.

"Two nurses came to us one afternoon tired after a fruitless search among New York stores for uniforms which they needed urgently because of a hurry case upon which they had been called. It is hard to believe, but it is true nevertheless, that in none of the stores they had visited could they find anyone to direct them to the proper department. The aisle men were absolutely ignorant of the fact that nurses' regulation uniforms were to be had in their respective stores. One directed them to the waist section, and another to the piece goods department, and so, needing the uniforms badly, the nurses finally came to us. A note was given by us to a buyer in one of the stores, and the nurses were supplied.

"Another afternoon two nurses

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

came to us to see if we could supply them direct. They had been shopping in two of the leading stores and while both had the style and size wanted, the uniforms shown to them were badly soiled. They were directed to another of our customers and were supplied."

Such appeals as this became steadily more effective with the continuance of the advertising. The company does not sell direct, but in case that a customer cannot purchase the style wanted in her city she is supplied direct and a check is sent to the concern which should have got the business in the first place.

No salesmen are used by the company now. The orders come from merchants direct by mail, or their buyers call at the Dix building and place their orders in that way. Price-cutting was encountered, but in every instance the source of supply was discovered and cut off.

"There is a friendly understanding that Dix-Make garments shall be sold at the fixed retail prices," declared Mr. Dix. "We have had little trouble with price-maintenance."

To-day the big stores watch the advertising and orders are placed quickly for the models that are featured therein.

"Free Deal" in Cigarettes

Rather a new form of giving free merchandise to the dealer to quicken the movement of the entire line was introduced recently in New England by the cigarette department of the American Tobacco Company. The company distributed to the trade a voucher bond, entitling the holder to two packages of "Egyptian Straights" cigarettes, free, with any one-thousand order of any of the company's brands placed with any New England jobber. "Egyptian Straights" is a ten-for-10-cents cigarette.

New Officers of Pilgrim Publicity Association

George B. Gallup was elected president of the Pilgrim Publicity Association April 22, to succeed Major Patrick F. O'Keefe. Other officers elected were Arthur J. Crockett, first vice-president; Harold F. Barber, second vice-president; Raymond E. Huntington, secretary, and Charles B. Marble, treasurer.

Average Expenditure Per Subscriber

MONTCLAIR, N. J., April 21, 1915.

Editor of PRINTERS' INK:

Evidently I failed to make myself clear to your reporter in my address April 8 at the Technical Publicity Association dinner. You refer on page 24 of PRINTERS' INK for April 15 to \$20 as the average annual buying power of each subscriber of a group of technical papers. This figure had no reference to buying power, but was the amount which all the advertisers in a group of papers pay on the average to reach each subscriber. Thus if a certain group of papers carried a total of \$2,000,000 worth of advertising per year and reached 100,000 subscribers, \$2,000,000 divided by 100,000 equals \$20, what advertisers pay on the average to reach each subscriber.

EMERSON P. HARRIS.

California Advertising Bill Reconsidered

Prompt action on the part of the Los Angeles Advertising Club, in co-operation with the National Vigilance Committee, secured a rehearing by the Senate Committee of the California Legislature on the bill based on the PRINTERS' INK Model Statute. As announced in last week's PRINTERS' INK, the committee had reported the bill unfavorably. Chairman Abbott, of the Los Angeles Vigilance Committee, went to Sacramento at once, armed with a telegram from Merle Sidener, chairman of the National Vigilance Committee, and secured a rehearing. The bill was finally reported favorably with the following addition to the text, "and which is known, or which by the exercise of reasonable care should be known to be false or untrue, deceptive or misleading."

Wurzburg Leaves New York "Times"

A farewell luncheon was given by the members of the advertising department of the New York Times, on April 17, at Shanley's, to Francis L. Wurzburg, who has been a member of the advertising department of the Times. Mr. Wurzburg severs his connection with the paper to become associated with the Royal Pattern Company. He has been made vice-president and general manager of the company.

To Help Poor Richard Land Convention

At a dinner of the Rotary Club, of Philadelphia, last week, resolutions pledging its support to the members of the Poor Richard Club in their efforts to bring the 1916 convention of the Associated Advertising Clubs of the World to Philadelphia were adopted. The convention, it was pointed out, would mean much both to the city as a whole and to the individual business houses.

The Business Outlook

THE "WORLD'S WORK," which indorses the Wilson Administration, and the New York "Sun," which sneers at it, are both of the opinion that business has turned the corner on the road to good times. The members of the American Newspaper Publishers' Association, which held its twenty-ninth annual meeting recently, were of the same mind. And the facts back them up: bank clearings and railroad earnings are better; another huge wheat crop is in sight; steel, cotton, wool, and dry goods are all active and bring good prices. Wall Street is busy anticipating matters, booming various select stocks and sharpening up its shears generally. Our country is financially independent, its resources are intact, and public opinion is disposed to see industry go forward constructively. We have been minding our own business, and it is going to pay: Aside from the war, 1915 will be a good year.

Editorial from Collier's, May 8th, '15.

The business department of Collier's can testify to this condition. 1915 circulation and advertising increases will surpass by a goodly margin every high mark that has been reached in the past.

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr, Adv. Mgr.

COLLIER'S CIRCULATION ISSUE of APRIL 10TH

Press Run.....	864,000
Gross	861,818
Net	847,935
Net Paid.....	837,413
Member A. B. C. and Quoin Club.	

"German Thought Back of the War," Senator Beveridge's sixth article appears in Collier's May 8th.

A Sign of the Times

This Sign Has Something Beneath It



Something

It is no small thing to derive a maximum return from expenditures in merchandising and advertising effort.

There is no such thing as 100% efficiency.

To honestly sell the greatest quantity of goods, and to keep them sold—and this in the most convenient fashion, and at the least possible expense:—

That's the Thing

Whatever may be your merchandising and advertising problems, you should at least inquire into the conditions which surround this institution—its immense organization, its intimate relations with thousands of merchants and millions of consumers all over the country.

Here you will find real service of a conscientious and dependable character.

We will study your problems and perhaps tell you that we cannot serve you, but, if we say the other thing, we will deliver.

The Hamilton Corporation

2 West 45th Street

New York

Succeeding With an "Impossible" Product

A Year's Campaign on So Prosaic a Product as Springs Yields Gratifying Returns—Old Workman Made the "Trade-character" and Finds Himself Famous—One Way Out of "Price" Competition

By R. W. Cook

Of the Wallace Barnes Company
("Barnes-Made Springs")
Bristol, Conn.

A YEAR'S campaign of half-page advertisements to the iron and machinery trades has taught two things: first, that a prosaic and apparently uninteresting article can be made decidedly attractive if well presented through advertising, and secondly, that the best way to meet competition is to refuse to let it fight on ground of its own choosing; in other words, to take the offensive strongly with an appeal that is distinctively yours—that grows logically out of the history and standing of your house.

Our proposition, in brief, was as follows: Our company had for fifty-eight years manufactured machinery springs of every conceivable description which were made to the specifications of and sold to manufacturers of machinery and hundreds of appliances wherever springs could be used. The products were small, uninteresting even to the buyers themselves, and in many cases but a minor part of the appliances into which they were assembled; in fact, they were purchased more on a tonnage basis than a basis of service rendered.

At the same time, on account of the special nature of the work, it had never been deemed wise to "travel" any men purely as salesmen, so it might be stated that our problem was purely one which

advertising alone could remedy.

Taking stock of our position we found much to work with. The name "Barnes" had gathered prestige unto itself for many years, factory conditions were good, the product was as good as it could be made and not at all to be compared with the "commercial" article, which always has persisted, and always will persist, in bobbing up in any trade, to the discomfiture of makers of the high-grade products and to the disgust of those who use them. Moreover we had a faith in our product, the courage of our convictions, and a story mighty interesting, though as yet untold.

The problems that kept us awake nights were to get springs out of the rut of commercialism, make the buyer realize that they played an important part in his device, whether it was a bean-

Them's Mighty Partic'lar Springs
Said "Old Bill," as he inspected a lot of "BARNES-MADE" SPRINGS
Old Bill was right. They were mighty particular. They were to be assembled into Rapid Fire Guns, where they would be subjected to many years of use and abuse. This is the work which we specialize in, where customers insist on the best springs that can be produced.
Prices quoted on "BARNES-MADE" Springs upon receipt of specifications.
Established 1857
THE WALLACE BARNES CO.
MAIN AND SOUTH STREETS, BRISTOL, CONN.
Not a Small Spring of any description. Spring Machine Products, Spring Machine, Springs in Guns and other files.

"OLD BILL" IS THE FEATURE OF THE TRADE-PAPER ADVERTISING

shooter or a rapid-fire gun, and then link up the name "Barnes" in connection with them in a way that would make buyers insist on our products despite the somewhat higher prices we were obliged to charge in some instances.

Of course, we had run "advertisements" (so called) for years similar to the example shown on the next page, which links itself with the typographical layout of a tombstone. Indeed the simile is not so bad, as many an article of

worth has had its virtues buried under just such copy as this.

We called in a representative of a machinery trade paper and told our tale to him. Then we called in "Old Bill." Now, "Old Bill" is no advertising man, but has worked on our products for thirty-five years, and has an all-conquering faith in them, too. It was a marvel—the information and talking points that that representative pulled out of "Old Bill."

Bill talked on, and told the story of the springs clear through from 1857. Then we named the product "Barnes-made" springs. And Bill was just game enough to consent to having his picture put into our new, regenerated advertising. So the three of us, the

prestige for our product, a tendency for many particular buyers to demand it and a confidence on our part that we are getting out of the rut.

We have noted with interest that buyers have mentioned our springs by their new trade-name and have sent in special requests that "Old Bill" inspect them before shipment.

The influence of this brief trade-paper campaign has been felt in a satisfactory way in our direct solicitations for business which surely have been more productive than ever before.

As stated before, we have no traveling salesmen, but our "spring" engineer, who is on the road a considerable portion of the time, reports that the name "Barnes" is the "open sesame" to any office of a spring buyer in the country, and this we can credit to nothing but our trade-paper advertising.

These results are highly pleasing to every one concerned, and perhaps especially to the writer, who has always maintained that the buyer of mechanical goods is just as susceptible to the "human interest" appeal as anyone else. Incidentally "Barnes - made" Springs are out of the mortuary columns of those products which it is "impossible" to advertise to advantage.

And so I say that problems of price competition will exist just so long as an article is advanced for sale on that basis. The way to really overcome difficulties is to rise above them.

To Make Motion Pictures for Advertisers

The Gillette-Runyan Advertising Company has been established in Kansas City to make advertising films for motion-picture shows. The officers of the company are Charles Gillette, president; Arthur L. Runyan, vice president; Frank Markward, secretary, and J. J. Brown, treasurer.

Bolles Leaves Evinrude

Frank G. Bolles has resigned from the advertising management of the Evinrude Motor Company, Milwaukee, and will be associated with a new enterprise, known as the Servidor Company.

Flat or Wire Springs

of every description made from

Steel, Brass, or Phosphor Bronze. Spring Washers, and Special Tempered Steel Parts.

Special Screw Machine Products
up to 7/8 inch diameter.

Dealers in Wire and Spring Steel

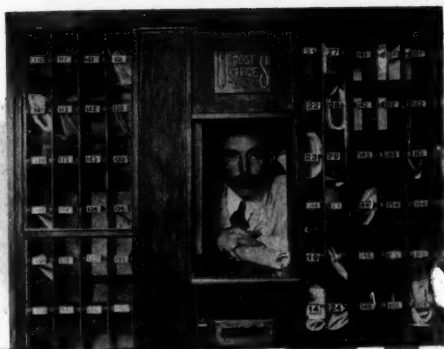
THE WALLACE BARNES CO.
BRISTOL, CONN., U.S.A.

THE SORT OF COPY THAT HAD PREVIOUSLY
APPEARED

representative, "Old Bill," and the writer, worked up a series of advertisements, some purely of the human-interest type, some of them educational, some showing the scope and unlimited uses for springs, and others displaying our factory facilities, but all setting forth in language and illustration as logically and interestingly as we could make them, the fact that "Barnes-made" springs would more than repay their cost in service.

Did we get the desired results? We did. We were not overwhelmed with inquiries, as we might have been with an entirely new and special product. We could not create any new demand. If a man used a spring, he was in the market, if he didn't he was not. But in actual figures we were well paid for our expenditure. But the best and most satisfactory results are a growing

Wherever the postoffice
window is banged up
at "mail time"—



EVERY magazine that goes into the small
towns duplicates with WOMAN'S WORLD
more or less.

The more thoroughly it goes into the small
towns, the greater its duplication with WOMAN'S
WORLD circulation.

WOMAN'S WORLD, reaching one home in
every seven or eight in all the small towns and
rural districts, has *already newspapered* the country.

wherever those gray
uniformed men
shoulder their bags—



50,915 out of

WOMAN'S WORLD is delivered through fifty thousand nine hundred and fifteen post-offices every month. Fifty-six thousand two hundred and eighty four are all there are in the whole United States.

I know of no other publication with a national distribution anywhere near so great.

WOMAN'S WORLD goes through every post-office in Rhode Island and in Nebraska. It

ay
—
wherever the R. F. D.
motors start out along
the road—



t o total **56,284!**

h
es
d
d
l
y
doesn't miss half a dozen post-offices in Massa-
chusetts, Ohio, Illinois, Indiana, Iowa or Michigan.
It does skip about two thousand in the South and
almost as many more in the Rocky Mountain
States. Here and there throughout the rest of
the country it skips some spot where Uncle Sam
takes the mail. But **WOMAN'S WORLD** goes
into 50,915 of the total 56,284 post-offices.

No matter what duplication you may add later,

fifty thousand nine
hundred and fifteen
postmasters know
Woman's World



The Magazine of the Country

do you not want to *start* in a publication
— of *primary circulation*
— definitely edited *for* the homes in the small
towns and rural districts
— with a two million circulation
— the most thorough distribution
— at the lowest cost per line per hundred
thousand?

Harriet A. Manning

Advertising Director

WOMAN'S WORLD

John A. Hill on Publisher's Relation to the Manufacturer

Successful Publisher of Technical Periodicals Talks to Young Men Frankly About His Policies and Practices

(Address delivered before the Trade Journal Forum of New York University.)

THE relation of the technical paper to the manufacturer is a rather difficult and complex subject.

In technical publishing, the manufacturer is the field, or a very large and important part of it.

Now, I never studied journalism except in a newspaper office. I never even attended a lecture on the subject, much less gave one, so you must not expect the wisdom of an oracle. I have, however, had some experience, and shall call your attention to a few ideals to aim at and point out a few dangers to avoid that have been fairly successful in the concern for which I work.

I take it that none of you expect to be manufacturers, but do hope to be employed in newspaper offices and may become publishers later on. Therefore I shall talk to you just as if you were a lot of young people who were starting out to make a living in the trade or technical paper field.

I am not one of that vast army of men who declare that *their* particular field is overrun and no good. The technical newspaper field is good, and needs brains and energy and initiative and hustle, just as much as ever, and the rewards are just as sure, and liable to be larger. Welcome to the craft!

It always makes me smile to hear a master workman announce that he wouldn't want a son of his to learn his business—I wish I had one that wanted to learn mine.

I'm not afraid some bright young man will take my place—I'm afraid he won't.

Don't be misled by some people calling publishing a profession. Publishing a technical paper is business—a part of the business

for which it is published. The *American Machinist* is not so much a part of the publishing business as it is a part of the machine-making business.

Never be above your business, but a part of it—as important and indispensable a part of it as you possibly can be—and remember, your business will not be making a newspaper so much as it will be the establishing of a clearing-house, a board of trade, in the field it represents.

You will not *accept a position* when you tie up to a publisher—you'll *get a job*.

You can probably learn more of all the phases of the publishing business in a small office. It is the place for the development of the all-round man, but the all-round man had better stay in the small office after he has got round enough. Large publishing houses do not know what to do with an all-round man. This is the age of specialists—the publishers want crackerjack advertising solicitors, real editors, producing subscription-finders, painstaking make-up men, honest office managers, and good clerks and bookkeepers.

The only place for the all-round man is as the publisher himself; and then he is liable to be more or less of a nuisance to the department heads—his middle name is Butinsky. I know; I'm an all-round man myself.

A small paper may have just as high ideals as a big one, but it is more liable to be fighting for the right to live, and often obliged to do things the easiest way or starve. Such conditions generally mean the starting and developing of pernicious practices which, like other bad habits, are hard to get rid of later on, either for the papers or the men who have been trained there.

But, you are not all going to be publishers right away. If I

thought you were, I would not go home to-night, but go back to the office and get to work. I like some competition, but prefer it retail rather than wholesale.

HOW TO GET A START IN THE BUSINESS

Don't get the notion that there are better opportunities somewhere else. It is useless to go West seeking new land when half

your own State is vacant and nearer markets. There is no publishing Eldorado, no place *best* to go into the business. Take the work nearest to hand and do it better than anybody else, and you will get on!

If you want to be an advertiser, write some ads for anybody you know, the grocer or the plumber. Write 'em good enough so that they will print them in some paper. The newspapers want to find young men who can write ads and get people to publish them.

You can get a better hearing in a publishing house with a few samples of your own work than a testimonial from your Sunday-school superintendent.

If you aspire to an editorial position, write something that an editor will want to publish, and present it; it won't be long before the editor and the proprietor will be watching you and making noises like a salary.

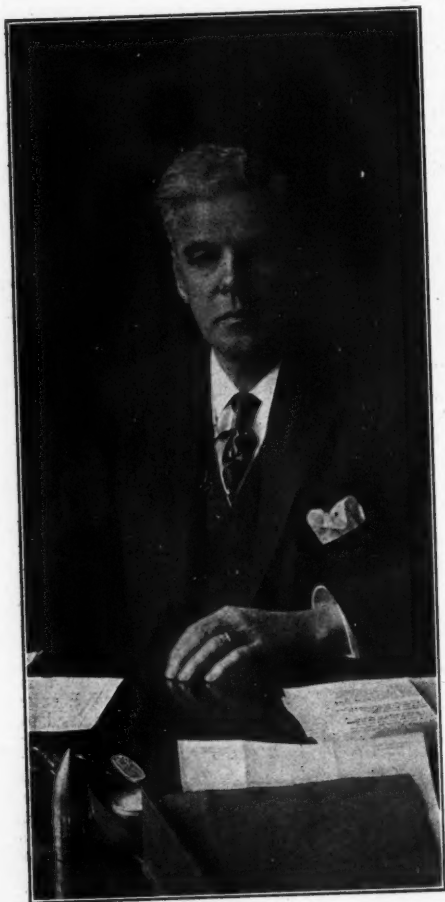
Cultivate local modesty, but make yourself *conspicuously useful*.

Don't wait for opportunities — make them.

The publishing world may owe you a living—but you have to collect the debt yourself.

The technical-publishing business consists of three visible principal divisions of work. The management, the editorial and the selling departments are visible. Each of these has minor departments of its own, all important, but tributary to the main department.

The management



JOHN A. HILL, HEAD OF THE HILL PUBLISHING CO.

concerns the details of the physical production of the paper and its relations with its customers—all departments are under its general guidance.

The editorial department is the life-blood of the publication. Its conduct is as important to the paper as a well-behaved heart to an athlete.

The selling department disposes of the work of all other departments. It is both the digestive tract and the food supply.

THE INVISIBLE DEPARTMENT

But back of all and greater than all, is an invisible department which I would call the spirit of the paper. It is vested in the controlling ownership.

It should hold itself responsible for the character and honor and reputation of the publication.

It is the conscience of the institution—that one thinking mind which forever asks itself, "Is this right?"

The management may be the brains, the editorial the heart, the advertising department the digestion, and all the minor departments the arms and legs and eyes and ears of that peculiar institution, a technical paper; but that invisible, responsible, controlling conscience is the *soul* of the whole thing.

It may seem strange to you, but most technical newspaper diseases originate in, and concern, this soul department. For there are good, bad, and indifferent souls.

Most of the weaknesses, most of the wrong practices, most of the crookedness, meanness, injustice, arrogance, and fear shown by any paper, are caused by the wobbly soul behind all the outward show of what, but for it, might be a great institution.

I refer to this responsible soul as *one*—and it always is; real responsibility is never plural.

Battles have been won by poor generals, but never by a debating society.

Councils of war always vote for retreat or surrender—that is what they are called for.

Behind every successful army

and every successful engineering paper, is one mind that grimly stands and says, "I will."

When this soul is healthy, it may inconvenience some of the other departments, it may sacrifice some temporary advantage, it may choose to lose money rather than make it, but with an eye single to the upbuilding of the character and honor and usefulness of the paper that soul department of one man forever guides the enterprise forward, and toward the port of success, slowly perhaps, making detours, but forever coming back to the pole-star which guides true.

These souls are not inherited, they are not born—they grow. And you may become a good one if you have the right stuff in you and you let it come out. If you have the right stuff in you and don't let it out, you will become a punk soul and a bad spirit.

Of course, you cannot become the soul of any proposition right on the start—there are no amateur souls—so you will naturally get into the other departments, minor ones at first, and then into one of the three principal divisions.

Here are a few random thoughts on the work in each which might give you a suggestion or two:

THE EDITORIAL DEPARTMENT

It's a particular job for instance to be editor of anything, but an editor of a technical paper has to be more than particular—most of 'em get fussy.

A technical paper should be the air scout of the business it tries to serve. The men engaged actively in the business of, say, mining, are too busy to travel or correspond with many of their colleagues—the technical paper does that. It should be a clearing-house of ideas for the improvement of the business as a whole, an arena for free, frank discussion of all important subjects—the editor presides: he is a judge, not a dictator.

A technical paper that does not teach its readers how to do things in their particular line, *better, cheaper or faster*, has no excuse to live.

Editors must make the reading of the paper pay the readers.

Technical papers are not read for entertainment, but technical information can be conveyed in an entertaining way. One of the greatest scientific books in the world, Tyndall's "Heat—a Mode of Motion," is as entertaining as a novel.

Putting the human interest into it does not detract from the value or accuracy of the technical information you wish to convey and impress, a pat example or a happy simile will keep the facts ever green in the memory and amuse the reader enough to make the whole thing palatable.

An established paper with a reputation is an engine which can do much good and much harm. Maybe editors ought to be licensed like other engineers.

Editorial utterances must be verified and guarded with eternal vigilance—all the readers are on the jury. If you do not think they are awake make a mistake or misstatement and see how quick and sharp you get called.

An unjust insinuation, a criticism from a writer without full information, may do great injury.

Prejudice, narrowness, indigestion, cock-sureness, conceit and ingrowing dispositions should not be allowed in editorial chairs.

If you aspire to editorial honors—and no man should be, or generally is, honored more than the conscientious editor of a technical paper—saturate your soul with the meaning of the word "helpfulness." Like the Soldier King of France, inscribe upon your banner, "I serve."

Many editors educate themselves beyond the capabilities of their readers to understand; they forget that they themselves are the only ones continuously in school. Keep in touch with the work in your field.

No editor who sticks to his desk can hope to be a success; he must go after things, as well as sift the voluntary contributors.

Technical papers must aim at the men who do things—men who are responsible for results; they

need and seek information, and use it, and appreciate it.

On the other hand, technical papers must be edited with the assumption that the audience knows the fundamentals of the business.

Kindergarten papers cannot accomplish much. The readers are not in responsible positions, they do not buy things nor influence buying, the advertiser will not pay for them, and they themselves cannot support a paper without advertising.

AS TO MANAGEMENT

In the managerial department are all the people who are learning the business. These minor positions are very important, for from here come most of the men who will hold responsible places on the papers of the future.

When you connect with any job here, you have all the start necessary. Make that job shine. Don't worry about promotion much, nor get palpitation of the wishbone.

Chances of promotion are good, publishers are not trying to hold back their employees, they are anxious to push them ahead as fast as they show they deserve and can stand responsibility.

Every responsible position in our concern is occupied by a promoted employee. Our vice-president and general manager started as an office-boy at \$2.50 per week. Every paper manager came up in the house. Our treasurer and secretary were bookkeepers, our assistant treasurer is a woman who started as a stenographer in short skirts and a short salary—we are a co-ed institution.

Nothing but work and persistence counts, there is a great temptation to transplant oneself for a few dollars a week extra. If you are working for dollars only, this is all right. Don't move except for a better chance to grow—but be sure the new ground is favorable for healthy growth.

More than thirty years ago I ran a daily paper in Colorado and remember one morning as I came in, the foreman was hiring a boy. He had a bright-faced little Irish

(Continued on page 45)



*We thought you might like
to know how it's going*

Stand No. 1
South Station
Boston

Big sale McClure's. I sold at my stand 300 Friday, 500 Saturday. Have had 1,400 copies. 600 regular order. 400 extra Saturday. 400 Monday. Expect to sell 1,800 or more.

JOS. DANNAHY.

Message from Louis-
ville News Company
to American News
Company, New York

April 21st.

In response to Manager's Circular No. 107, April 13th, our principal dealers in the city report that McClure's for May is selling exceedingly well. The sale is much brisker than it was for the old style at 15 cents.

Message from Con-
necticut News Com-
pany to American
News Company,
New York

April 21st.

Replying to Manager's Circular No. 107, relative to McClure's Magazine, we wish to advise that all dealers report this magazine is selling very well.

Message from Cleve-
land News Company
to American News
Company, New York

April 21st.

In reply to Manager's Circular No. 107, dated April 13th, beg to report that the May issue of McClure's is having a very good sale among our city dealers. We are receiving several reorders from both City and Country trade.

Message from the
Pittsburg News
Company to the
American News Com-
pany, New York

April 21st.

For your kind information beg to advise that McClure's Magazine in the new form is selling very well indeed. It is a very good number and seems to take with our dealers. Circulars announcing the change in shape and price have been sent out to our trade, both City and Country.

We have the clerk in charge of the Telephone Promotion Service call attention especially to the new 10-cent McClure's, and have received some nice reorders from them.

It was a good move to reduce the price and change the size of this publication. We

*Message from the
St. Louis News Com-
pany to the American
News Company,
New York*

*Message from the
Springfield News
Company to the
American News Com-
pany, New York*

*Message from the
Worcester News
Company to the
American News
Company, New York*

*Message from the
Newark News Com-
pany to the American
News Company,
New York*

*Message from the
South West News
Company to the
American News
Company, New York*

*Extracts from letter
to editorial depart-
ment from Anna
Steele Richardson,
Cleveland*

will not forget to wire if necessary when our stock runs low.

April 23rd.

In regard to the sale of McClure's in St. Louis, our Promotion Man reports it is selling exceptionally well, and we have had a number of reorders from the Union News Company and other leading city dealers. We telegraphed last night for 200 more copies.

We are watching the sale very carefully and our Promotion Man is looking after any possible overstocks in the hands of dealers.

April 23rd.

With but few exceptions our dealers report that May McClure's is selling much more rapidly than the former numbers. Most of our larger dealers have already disposed of their first supply and re-ordered.

April 23rd.

Regarding McClure's, we beg to be able to report a very brisk sale up to date. We have reordered of this number and expect a clean sale of same.

April 23rd.

Our Promotion Man and also Clerk at the Periodical Counter reports that reorder sales on the May issue have been very brisk. We have reordered a total of 300 copies from you already. We will arrange to increase dealer's standing orders permanently who have made reorders.

April 23rd.

Will say we find that the sale of this publication in the new form at the new price is very encouraging indeed. Our Promotion Man reports upon the sale of 14 accounts that we have and the net sale is about 60 to 65 per cent. of their original drawings in 5 days, and reorders have been very numerous. We have had sufficient stock to take care of these. At this time we have an order out for 200 copies.

April 18th.

One thing more, how the new form of McClure's is regarded. Without one dissenting voice it is pronounced an improvement in appearance, and convenience. Men in particular like it. I have just asked people casually when they did not know who I was. So funny—many men like the way it opens—no effort to hold it open. On the newsstand it makes a fine

showing. At the Blackstone I asked the girl at the newsstand what she had heard, telling her frankly I was with the firm. She said that the men all liked it, but she hated it. Being of different size from the average magazine it made her more trouble to show it off. Can you beat that? At the depot and the hotel in Springfield the newsstand men were quite dippy about it, and the hotel boy said he had only two copies left yesterday. At the depot in Decatur a bright boy was in charge, and he had arranged a solid row like a dado around his stand, but he had to break the decoration to accommodate his customers. His usual sale is about 25 copies. He has sold that many yesterday and expects to reorder. He says it stands out, and the cover gets the girls as well as the men—dancing is in favor here. Two Chicago University girls were going down to Springfield on the train with me, and the girl I talked to said that they had bought it for the first time. They liked the cover! Personally I think that Cleveland Moffett's story was the big feature. Admirably done—timely, without being commonplace.

April 22nd.

Western News sold out of McClure's. Gave reorders for five hundred and twenty-eight copies. Western News wired American News five hundred copies from dealers sold out. Unable to pick up any copies to distribute. One thousand extra large posters received tonight. Sales still going good.

FRANK ALRINGER.

April 20th.

Fred. E. Mann. Kesner Bldg. Chicago. News Company sold out New York City. Reordered eleven thousand. Reorders from Boston Providence Denver. Nearly all important News Company branches cleaned out. Old South Station Boston sold three hundred Friday five hundred Saturday expect to sell eighteen hundred or more. Regular order has been six hundred. All these heavy sales before newspaper campaign started.

G. F. MINNICK, 11.40 A.M.

April 22nd.

New McClure's is landslide out here. Price big hit. Traveling men strong for it. Many stands sold out. All sales bigger. Lectures at May Company sold out both magazines there.

A. S. R., 11.01 P.M.

Telegram from
McClure newsstand
representative,
Chicago

Telegram from Ad-
vertising Department,
New York, to Adver-
tising Department,
Chicago

Telegram from
Anna Steese
Richardson, Toledo



San Francisco Examiner

Was the only morning Newspaper that dared open its books to the Audit Bureau of Circulations. Its Certificate from the A. B. C. showed for the third quarter of 1914:

Daily only - - 124,566

Sunday only - 232,962

The EXAMINER'S present circulation exceeds

126,000 Daily

250,000 Sunday

The SAN FRANCISCO EXAMINER enjoys the largest circulation in America of any newspaper selling at 5c. per copy every day. Results to advertisers are unequalled.

M. D. HUNTON,
Eastern Representative,
220 Fifth Ave., N. Y.

W. H. WILSON,
Western Representative
Hearst Bldg., Chicago

kid before him. "Now, young fellow," said he, "if I give you this job there must be no fooling, you got to work." "Say, mister," replied the boy, "if you gimme that job I'll be a regular camel!" "Wha' d'ye mean, camel?" asked the foreman. "Well," with a grin, "a camel's got a hump on hisself, ain't he?"

The young man who makes up the paper may so conduct his work as to make permanent or to disgust any advertiser.

The paper manager, the make-up, the adwriter or any other employee who writes a letter to an advertiser becomes the concern itself to that customer, and should conduct his business with that one thought in mind. The cleverest advertising solicitor in the world cannot hold business against indifference, carelessness, freshness and stupidity in those who conduct the office details. If you are in this department, remember it is your place to *keep* the business after it starts. The house depends on you to satisfy this one particular customer, and give him a service which will bind him to the paper with bands of steel. Study letter-writing, it is vital.

If the humblest track-man neglects his work, the Limited will come to grief, even with the best engineer at the throttle.

One of the pitiful things in newspaper life is for a young man to get an office job—one that he dislikes, but finding no other he settles into it—and is lost.

Most of this comes from the fact that he hates the job, does just as little of it as he can, watches the clock to escape from it, gets pessimistic, loses hope, accumulates responsibilities and perhaps a few gray hairs and before he knows it is tied to a \$10 job for life, a disappointment both to himself and his employer.

Before you start in, try to pick out the kind of work you like to do, not the kind which pays best, but the kind which is a pleasure to you. Then analyze yourself to find out if you have the mental equipment to make good.

Be merciless in this self-examination, don't fool yourself, this

occupation question is like marriage—for keeps. Corns or cancer, you want to know just what your handicap is, if you have one.

Ignorance is not a handicap—you can learn. Poverty is not a handicap—you can work. Look out for fear—turn every "I can't" into "I can, if it is humanly possible." Beware of the hookworm—the microbe which produces "that tired feeling."

If you have the selling instinct, develop it, study selling and try to fit yourself for an advertising salesman, but any work you do in office positions will do more to fit you for the road than any correspondence course. By contact you will become familiar with the product you expect to sell and this is all-essential.

IMAGINATION A REQUISITE FOR THE MANAGER

If you have a head for details, a good memory, industry and imagination, aim toward managership. Imagination is absolutely necessary in a good manager, he must have the ability to dream, but he must also have the initiative to make his dreams come true. Initiative alone is forever busy doing things, good, bad and indifferent, a man with initiative and lacking imagination needs a manager. The man with the vision and lacking initiative lives in the clouds and makes everything foggy in a newspaper office. Take your dreaming by degrees. Men never make much progress by dreaming too big. Dreamers of this kind run the government and reform the world in every little grocery store and harness shop in America.

You will start in some minor place on some paper, and let me advise you to think of that place only. Fill it as it has never been filled before, and then study the work in the next best place.

No fireman was ever promoted because he was a good engineer, but because he was a good fireman.

If you are looking for a soft job and short hours, don't go into the publishing business and expect to get beyond the job of night

watchman. Publishing any paper which is worth while means that all *issers* on the job must keep wide awake—eight hours a day is for the office-boy, not the manager.

Get all the information you can by contact with other people in your line, talk and listen—especially listen. But do not listen with your ears alone, listen with your brain. Sort and sift what you hear and try to apply it to your field and the people in it—but try it backward first. Ask why it won't work, as well as why it will.

Reason out things and come to your own conclusion as to what ought to be done—and then do it.

Don't ask too much advice, you can always get a unanimous vote *not* to do something.

THE SELLING END

A technical paper has but two things to sell, subscriptions and advertising space. Selling either successfully calls for all the ability anyone can carry. The subscription campaigns call for genius in devising plans and carrying them out. Mail-order subscription work requires constant invention of new schemes and endless patience and persistence, besides a painstaking keeping of records and results.

A subscription list is a list of names and addresses and its care is only routine, but technical papers can no longer be content with mere lists of names, but must select them so that they will represent buyers to the advertiser. Direct salesmanship in the subscription field needs men with traces of the census-taker and the detective, to find the right man, list him and his business and secure his subscription.

Men who can sell advertising are loved by the publisher and married into the family whenever possible.

Advertising is the visible means of support, if there be any, of all papers, technical included. Were it otherwise, the two-dollar paper would cost twenty dollars and not be worth two—because advertising is as useful and as necessary a

part of the real information the worth-while reader must have as the text.

When a reader writes in that he doesn't like the paper because it has so much advertising, it is a sure sign that his name on the list costs more than it is worth.

No shop superintendent, no mill or mine manager, no civil engineer in charge of work, can be even fairly well posted on the best and latest things with which to do his work either better, faster or cheaper without reading the advertising of a good paper in his field. Advertising is edited now almost as much as text.

Promise only what you can perform, give the advertiser a square deal, not a lot of chromos and concessions; make his ad pay him, and the renewal and increase will come easier.

All buyers are "bears"—they seldom let the seller know they are pleased with his goods. They all come from Missouri—advertising men must not be discouraged at all they say.

Very few things are bought nowadays—they have to be sold.

The technical paper in any field is a part of the distributing machinery of the manufacturer, just as salesmen are.

To be sure, a manufacturer may decide not to use salesmen, just as he may decide not to use advertising—but such a man cannot compete long with the live ones who use all means of salesmanship and distribution.

The technical paper must be prepared to sell its services both to those who want and those who think they do not want them.

One of the greatest improvements in the usefulness of technical papers will come with the education of the manufacturer to the proper use of the space he pays for.

When he spends time and money to get the truth about his goods written in plain, straightforward, sink-in English, his returns will increase.

When he cuts out the attempt to bluff or wheedle the publisher into printing puffs for his goods, and toots his own horn to his own

The advertising value of a publication is determined more by the magazine's *utility* than by its *entertainment*. If a magazine is *indispensable* to a woman, it needs nothing more to be a good advertising medium.

If you care to take the trouble to make some inquiries among a considerable number of women, you will find that a Butterick publication is likely to be the very last magazine which she would be willing to relinquish.

She may prefer THE DESIGNER, THE DELINEATOR or THE WOMAN'S MAGAZINE, but whichever it is, she not merely *likes* it, she *needs* it.

THE BUTTERICK PUBLISHING
COMPANY

NEW YORK

BOSTON

CHICAGO

Member A. B. C.

grandstand, the more returns he will get.

When the larger manufacturer is made to realize that he is not advertising his business for sale, he is not trying to sell vignetted half-tones of himself, he is not trying to sell a set of all his products to each reader—he will get more returns.

Many manufacturers look with favor upon an advertisement which spreads its ample folds over his whole establishment, like a Mother Hubbard, covering everything and touching nothing. You must teach him better.

An advertisement should offer but one thing at a time.

Any article worth advertising deserves all the space and words and pictures in that advertisement for but one thing—to help sell that particular article.

Manufacturers must be shown that the page is a good enough measure of advertising for any one article, but is no measure at all for the advertising of a concern making many things. He should be convinced that he ought to advertise each article as if it were his only product.

Some things will not need as large a space as another—vests take less cloth than frock-coats. Some articles have too small a sale to stand much exploitation. Others need a great deal.

Technical papers will make a great stride ahead when they stop manufacturers from trying to yell their names and addresses into the business telephone. Too much space is wasted in big firm names and addresses. Make the talk about the goods so interesting and convincing that readers will see a modest address.

There are great improvements in advertising necessary and some of them will come soon, for example:

Take any technical paper, take the best one you can find, and read the advertisements. Then put yourself in the place of a man in Idaho or Mexico or the Argentine, who is at last convinced that this or that particular machine would be worth while for him, then try to get some specific in-

formation from that advertisement about that machine. How big is it, or how many sizes do they make anyway? What capacity has it? How much does it weigh? Does that motor come with it? Where is the nearest agent? Is that side frame steel or cast iron? How do you change jaws with that shaft where it is? etc., etc. You won't get definite information in one ad out of a hundred. You will get a collection of praiseful adjectives, a dissertation on why you will get hopelessly beaten unless you get this machine before your competitor wakes up, some testimonials, and maybe a coupon to send for a catalogue—if you have time. And the catalogue won't tell you what you need to know, like as not, when you do get it.

Now advertising is and can be more direct than that, more useful to the reader, more definite. Describe the goods, reduce the brag. Edit each ad until it conveys interesting, useful information, in the fewest possible words.

It is well to make friends of your customers, but friendship alone is a poor basis to solicit business on—business is business.

Now none of these things I have recommended to you are impossible of attainment.

None of them are very hard to do.

Almost every publisher tries to do some of them, but if all you young people went into the work determined to do all of them all the time, another decade would see you in charge of every department, from soul to syntax, on every good technical paper in America.

And, the publishing business would compete with heaven as a place for you to live, while we older publishers could wrap our preferred stock about us and lie down to pleasant dreams.

Kansas City Man Establishes Agency

Steiniger Clark, formerly of the Ferry-Hanly-Schott Advertising Company, of Kansas City, has entered the general agency field in that city.

Urges Retailers Not to Fear Chains

Big Wholesale House Reminds Merchants of the Strength of Their Position in Their Neighborhoods—The Only Condition Is That Merchant Be Alive to Progressive Methods

(From the "Butler Way," published by Butler Bros., Chicago.)

THOSE merchants and others who are doing so much predicting that the chain store will, in a few years, work its own sweet will in this country overlook a very important consideration.

This is the human element.

Right here is where the chain store is weak and always will be weak. Right here is where the local merchant has his one best opportunity to win, no matter how overgrown his competitor may be.

Let a chain store invade the average town where the average merchant is personally known to a considerable percentage of his customers and what happens? The new enterprise begins with a blare like that of many brass bands in unison. Loud methods of advertising are used and the people's money-saving instinct is appealed to. The newcomers get much new trade.

Then, as inevitably as two and two make four, an undercurrent will set in against that store—providing, of course, that the other merchants are reasonably alive.

People come to regard the chain store as an interloper. They may not think of it in exactly that way, but the feeling is there and that amounts to the same thing.

No independent merchant ever was swept off his feet by a chain store while retaining his faith in people's natural preference for a home merchant over an outside competitor.

The merchant who falls before the onslaught of the chain store generally "hollers" before he is hurt. What he takes to be bursting shells is merely the beating of tom-toms. Noise, like work, nev-

er hurt anybody. But it surely takes a little nerve sometimes to realize that noise is only noise.

The independent merchant, whether he be running a grocery, a variety store, a drugstore or what not, has an advantage which can assure his ascendancy over the invader.

And why not? What does the chain-store man do that you can't do? He keeps his store up to the top notch of efficiency. So can you. He trims his windows right and uses plenty of price tickets. So can you. He advertises with prices. So can you.

Where is his advantage over you, anyway?

You may imagine it to be in his buying. He has not such vastly superior facilities as you think. You can buy as well as he. You can buy even better because you buy having in mind the individual needs of your store and can get the things you know the people in your town want. You do not have to commit yourself to the tender mercies of a big central buying office which buys for the needs of a score or a hundred of stores without adequate attention to localized needs.

Leaving out the personal element, you ought to be able to run the chain-store man a neck-and-neck race and divide the business with him at least on a fifty-fifty basis.

But *with* this element—which is to your advantage and to his detriment—you can beat him.

In every town the retail merchants are, or should be, the leaders of the town's very life. People look to the retailers to boost things. The wise man with a store identifies himself as prominently as possible with the go-ahead element in the town. People, in time, come to regard the merchants as partners in the great and laudable undertaking of building up a community for the common good of all.

What part can a chain-store man have in this?

None at all.

This is the human element which will see to it that the chain store never rules in this country.

THE MODERN RETAILER in ref
own point of view because e
we can put your proposition efo



THE AMERICAN SUNDAY M

220 Fifth Avenue, New York

2,250,000 Circulation

ER is carefully edited from the dealer's
cause we believe this is the way
situation before him most convincingly.

I could use 50 of the cartoons published on
pages 16-17 of this month's Modern Retailer.

Modern Retailer is the best thing that has
been offered to the retailer in a long time. We would
gladly pay for the privilege of receiving this.

Would you be kind enough to place the writer's name
on your subscription list as I am very much interested
in the Modern Retailer.

Kindly put me on your mailing list
for the Modern Retailer. I am doing this
in accordance with the request of several
buyers of our store.

We received a copy of the Modern Retailer and are
very much impressed with the cartoon on page 16 and 17.
Kindly send 25 copies and advise the amount of postage.

Kindly send fifty (50) copies of cartoon en-
titled "Why Salesmen Fail" published in the "Modern
Retailer" for April 1915.

THE MODERN RETAILER reaches monthly every
grocer, druggist, haberdasher, hardware dealer rated
over \$3,000 and every department store buyer in or
within a 25 mile radius of New York, Chicago,
Boston, and within a 5 mile radius of Atlanta, as a
part of the Retailers Service Work of THE
AMERICAN SUNDAY MAGAZINE.

AY MONTHLY MAGAZINE

ation has. S. Hart, Adv. Mgr.

911 Hearst Building, Chicago

The Publishers of EVERY WEEK
have pleasure in announcing
the fact that

MR. J. F. BRESNAHAN

will shortly join their organiza-
tion as Vice-President.

Mr. Bresnahan, as is generally known,
has had unusually wide experience in
the field of newspaper and magazine
publishing—his most recent associations
being the American News Company
and The Butterick Company.

As Vice-President, Mr. Bresnahan will
assist in shaping the general policies of
the Company and will share with Mr.
Hawley the future management.

EVERY WEEK CORPORATION

52 East 19th Street

New York City

Lafe Young, Jr., Urges One-price System on Newspapers

Makes Other Recommendations to the End of Winning Public Confidence

By Lafe Young, Jr.

Of the Des Moines Capital

(Address at Luncheon of Bureau of Advertising of A. N. P. A.)

AS I view it, the problem before the Bureau of Advertising is, "How can the total volume of newspaper advertising be increased?" To do this it seems to me two things are very clear. First, we must have a very radical reform in the business methods of newspapers. Second, the Bureau of Advertising must be built up to the full measure of its possibilities.

I think every publisher will agree, and I am sure every advertising agent and advertiser will agree, that much must be done to improve the conditions of business management. In many respects, newspaper management has not kept pace with modern industry. It is inconceivable that newspapers should not realize the importance of the same price to all customers under the same conditions, and yet there is no one to dispute that newspapers do not adhere to their rates. And this includes many of the biggest and most reputable of publications. This rate evil is destructive of business confidence and entails interminable correspondence and difficulty. It is one of the very important reasons why newspapers do not receive more advertising. If newspaper publishers could have the data from the advertiser's end, which could be collected by a bureau of advertising, it would be so informative and impressive as to compel any newspaper publisher to reform his ways.

A second great evil in newspaper methods is the short rate. The short rate is a source of constant difficulty, and it would seem that for the short-rate evil should be substituted the flat rate. A very large general advertiser re-

cently instructed his agent as follows: "*We strongly desire to use papers offering us flat rates, and we are sure that flat rates are in line with up-to-date business.*" This is a statement of one of the largest newspaper advertisers in America, and if similar data could be collected by the Bureau of Advertising and presented in complete form to newspaper publishers belonging to the Bureau they would certainly be helpful in eliminating this great evil.

HONESTY WITH THE ADVERTISER

Another great difficulty that needs reformation is found in the fact that newspapers send out misleading and dishonest advertising and circulation information. Many advertisers, of course, are competent to discount such literature, but many, on the other hand, are deceived and the whole newspaper fraternity is distrusted. Louis Bruch, vice-president of the American Radiator Company, says in a recent issue of *PRINTERS' INK*, "*I know one case where the president of a big store was a part owner of a paper, and yet the publisher solicited my business on the strength of the space used by that store in his paper.*" A very prominent New York advertising agent wrote me in answer to inquiries of mine affecting the relationship of newspapers and agencies that a newspaper representative called on him a few days ago and offered as a reason why his paper should have a certain line of advertising the statement that his paper carried practically all of the department-store advertising exclusively, but he did not state why this was so. An investigation reveals that a competitive paper had increased its rate to department stores and that the stores had dropped the paper with the idea of

forcing the publisher to restore the old rate. All the stores resumed advertising at the new rate. This system of solicitation we consider unfair. We give you these examples as indicative of the general situation of bad business judgment on the part of newspapers with respect to their literature and their solicitations. Such instances could be furnished indefinitely.

Doesn't it seem reasonable that by organization and co-operation and the proper arguments that the standard which is prevailing in the newspaper business could be raised to a very much higher plane? And isn't this a class of work that could be done by a Bureau of Advertising?

Something of the possibilities for the Bureau of Advertising is indicated by the creation and the very successful year of the Audit Bureau of Circulations. This Bureau has marked a very advanced step in the publishers' business, and within a reasonable length of time is going to remove one of the most annoying phases in the publishers' field. If the newspaper publishers show the fight I feel confident is resident in their souls they will build up a Bureau of Advertising that will help solve the problems that are holding the newspaper business back.

Another difficulty that militates against newspaper advertising is the lack of adequate and intelligent co-operation. Many newspapers are alive to the value of co-operation, but the field is new and open to development. Every advertising agent has had enough experience to know there is a real field for newspapers in furnishing local assistance that is perfectly legitimate, and yet the newspapers have not worked out the problems of co-operation to the degree they should have been worked out. There is a great field here for investigation and advice, and it is the problem of the Bureau of Advertising to make the proper analysis and to make the proper recommendations to its membership.

Another weakness in newspaper management is evidenced by the attitude of newspaper men in de-

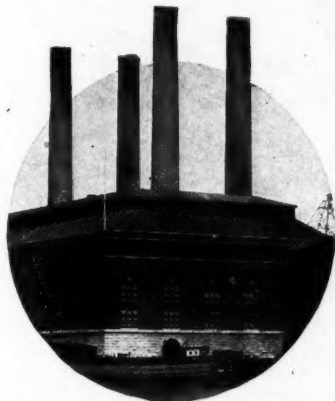
crying all advertising media except their own. This is, of course, unsound in logic and exceedingly bad in judgment. Newspapers should recognize the fitness of their own columns for certain classes of advertising, but should in no sense abuse or belittle the other excellent media at all times available. This is a problem in which this Bureau can be of great assistance in pointing the correct methods of solicitation.

NEWSPAPERS HAVE FAR TO GO IN WINNING CONFIDENCE

There is another chance for reform in the fact that newspapers do not have the confidence of their readers, and I think this is the most important problem confronting the publisher. I do not believe there is any critic of newspapers who will deny that newspapers regularly run hundreds of petty things that destroy public confidence. It is a by-word that "you cannot believe anything you see in the papers." This is partly due to inaccuracies in the news columns; *it is partly due to the publication of fraudulent, objectionable and dishonest advertising; it is partly due to the editorial crimes committed in the heat of political battles.* There are a thousand and one things that could be itemized to justify the public in their suspicions that newspapers are not at all times serving the public interests, and that they are not at all times publishing honest news or honest advertising. I do not wish to be misunderstood that this suspicion is just in the case of those thousands of leading and reputable journals, but I do wish to insist that the suspicion is there and that it is destructive of confidence in news and editorials which makes advertising very much less productive. Newspapers are known in many cases to accept official printing and then openly give their political support to the donor of the printing. It is not an uncommon case for newspapers to minimize news affecting advertisers. It is not uncommon for

(Continued on page 84)

Who Buys Power Plant Equipment?



The bulk of it, nowadays, is used in connection with the generation of electrical energy.

The New Power and Operating Section of the Electrical World

is published for and has the enthusiastic interest of those who are responsible for the economical generation of energy in lighting and power plants, whether owned by public service corporations, private interests or municipalities.

THE classes now reached more effectively through this augmented service include engineers who design power plants and specify the equipment; owners, superintendents, and operating engineers of power plants; engineers in charge of electrical equipment in industrial plants, railways, and large buildings; those who deal in motors and accessory equipment; power solicitors of central stations and manufacturers of motor-driven machinery.

Your advertisement in the Electrical World will put your sales department in direct contact with these big buyers.

McGraw Publishing Co., Inc., 239 W. 39th St., New York

Electrical World

Electric Railway Journal

Engineering Record

Metallurgical & Chemical Engineering

Members Audit Bureau Circulations.

42-cm. G

POSTERS are the
advertising campaign
biggest—powerful and
But, unlike the new
fast handling. You can

**Poster Advertising is going to
after business in a big way,
how much you can do with
money? Write and ask**

POSTER ADVERTISING ASSOCIATION

OFFICIAL REGISTER

THE A. DE MONTLUZIN ADVERTISING CO.....1132 Union Trust Bldg., Cincinnati, O.
IVAN B. NORDHEM CO.....Bessemer Bldg., Pittsburgh, Pa.
A. M. BRIGGS CO.....Peoples Gas Bldg., Chicago, Ill.

POSTER SELLING CO.....

Guns

RS are the 42-centimeter guns of an
ing campaign—big, but more than mere
verful and efficient.

ne now world-famous 42s, they allow
You can wake a town up in a day.

ng is good advertising because it goes
a big, efficient way. Do you know
can do with a moderate amount of
and ask us.

OCIATION, 1620 Steger Bldg., CHICAGO, ILL.

ICIAL REPRESENTATIVES:

incinnati, O.	ASSOCIATED BILLPOSTERS' PROTECTIVE CO.....	110 W. 40th St., New York City
burgh, Pa.	GEORGE ENOS THROOP, INC.....	8th Floor Tower Bldg., Chicago, Ill.
Chicago, Ill.	C. E. ATCHISON.....	Atlanta, Ga.
	1015 Fullerton Bldg., St. Louis, Mo.

Ask your newsdealer
what magazine he
sells the most of.

The above card
was displayed this month in
our \$40,000 car advertising cam-
paign throughout leading street
railway systems of the country.

The magazine that can run such an
advertisement, with no clue whatever to
whose money is being spent for the space,
must be pretty sure of the answer.

We don't need to sign our name here
because readers of Printers' Ink know
that only one magazine can make
such a statement.

*More Than a Million
\$4.50 a line*

Cosmopolitan
America's Greatest Magazine

Vital Subjects Covered by Publishers in Annual Convention

(Continued from page 20)

Is the practice of an exchange of checks in payment of subscriptions to other newspapers increasing?

What have members found to be the result of putting their publications on a non-returnable basis?

"The Bulldog" or predated paper.

The competition among newspapers in the giving of circulation figures and advertising lines in comparison with other papers is a pernicious practice and injures most the paper resorting to such methods.

There seems to be no standard of practice in many newspaper mechanical departments. It is therefore suggested that newspapers combine in the establishment and support of an experimental laboratory which shall seek all methods now in use in connection with each mechanical step and then by careful scientific tests select the best method, improve it, and publish results of the investigations for information of all subscribers to the plan.

What newspapers do not give free publicity to automobiles and what has been the effect on the advertising columns of those that have discontinued giving such free publicity?

The Canadian Government has conducted various paid advertising campaigns and Great Britain pays for its advertising for recruits, while the departments of the United States Government seek free publicity. What means if any should be employed to cause the United States Government to discontinue this practice now largely indulged in by the Post Office Department, Reclamation Service, Bureau of Highways, Coast and Geodetic Survey, Department of Commerce, Department of Labor, Navy Department, etc.?

The organization of the Bureau of Publicity of the Department of Agriculture indicates that those departments are awake to the power of publicity. What steps should be taken to constitute these bureaus as advertising departments which shall handle problems of agricultural distribution, etc., in an effective manner?

Has there been a lessening or an increase in the receipt of unsolicited contributions for free publication in the news columns?

What prospect have the paper manufacturers of securing a standard rate of two cents at the mills?

What is the best method of checking up overweight of news print?

Should newspapers co-operate with the forthcoming convention of the Associated Advertising Clubs of the World?

Should the A. N. P. A. trade deal with the typewriter companies be abolished?

What duty does a newspaper owe to its readers as regards clean advertising as well as clean news?

Cannot the A. N. P. A. members, like other business men, adopt and enforce uniform trade customs? If so, how?

Have the newspapers of Ohio profited by the recent court decision under which they may print the contents of papers regularly filed in open court? In what States other than Ohio have members met with similar restrictions that should be abolished?

In what manner have pure advertising laws or other legislation affected newspapers?

What has been the effect of the anti-liquor legislation in Alabama and other States?

Have public utilities laws affected the newspapers of Maine or other States?

Now that Colorado has failed to pass legislation that would make newspapers public utilities, is there prospect of such legislation by other States?

Will the idea contained in the trade commission bill, if carried to its logical extreme, result in governmental regulation of all newspapers?

The annual dinner of the association was held in the Waldorf, on Thursday night, with Patrick Francis Murphy, Mayor Mitchel of New York City, Nicholas Murray Butler, president of Columbia University, Henry D. Estabrook and Monsignor L. J. Evers as speakers. A printed speech of James J. Hill was received, Mr. Hill being unable to attend the dinner. A novel feature of the dinner was telephone communication between the New York hotel and the press building at the San Francisco fair. The mayors of the Eastern and Western cities greeted each other, and a Metropolitan singer and an exposition cabaret furnished the musical programme. Six hundred 'phone ear-tabs were laid at the places of the diners and surprised the diners.

Mayor Mitchel advocated home rule for cities. He asked the publishers to work for home rule in their cities to avoid getting in the difficult financial situation that now exists in New York City. He declared that newspapers could do wonders to help the cause. President Butler spoke on public opinion and the part the press had played in developing it. He commented on the powerful influence of newspapers throughout the country.

Censorship of the press formed a good part of Mr. Hill's mailed address. In the course of the address this statement regarding circulation appeared:

"A great deal of what is excused as 'giving the public what it wants' is really making the public want what you

give. To habituate the clean-minded reader to stories of crime, of sexual irregularity, of alleged but unproved wrong-doing in high places, to make him suspect eventually that these things are actually the woof of life and not mere blemishes on the fabric, is much easier than to make the vicious-minded man love righteousness and hate iniquity.

"So the publisher who is seeking only the largest possible subscription list sees an easy and prosperous way, if he is willing to splash along it through puddles of filth. There are so many brilliant exceptions to the sway of this policy, so many who repudiate it and its rewards with scorn, that the mere statement of the case would seem ungracious did not all of you perceive and most of you deplore the changes that, in this respect, the last forty years have seen accomplished in the moral order of the publishing business."

The convention closed Friday afternoon with the re-election of all the officers of the association. A by-law was changed, making the number of directors twelve instead of eleven, and Elbert H. Baker, of the *Cleveland Plain Dealer*, was named to fill the new place.

OFFICERS RE-ELECTED

The officers re-elected were: President, Herbert L. Bridgman, of the *Brooklyn Standard-Union*; vice-president, Hopewell L. Rogers, of the *Chicago Daily News*; secretary, John Stewart Brown, of the *Richmond News-Leader*; treasurer, Edward P. Call, of the *New York Journal of Commerce*.

The Executive Committee and the Special Standing Committee, which deals with labor troubles and of which H. N. Kellogg is chairman, were also re-elected, and L. B. Palmer was continued in office as manager.

By special invitation, in connection with the discussion of labor problems, Marsden G. Scott, president of the International Typographical Union; James J. Freel, president of the International Stereotypers' and Electrotypers' Union, and Matthew Woll, president of the International Photo-Engravers' Union, addressed the publishers.

ASSOCIATED PRESS MEETING

The Associated Press Board of Directors' meeting, to elect officers, was held at the conclusion of the general meeting, and Benja-

min H. Anthony of the New Bedford (Mass.) *Standard*, was elected second vice-president, the former incumbent in the office, Daniel D. Moore, of the New Orleans *Times-Picayune*, being moved up to the office of first vice-president to succeed Charles H. Grasty.

All of the other officers were re-elected as follows: Frank B. Noyes, president; Melville E. Stone, secretary and general manager; Frederick Roy Martin, assistant secretary and assistant general manager; J. R. Youatt, treasurer. The Executive Committee also was re-elected. It consists of: Frank B. Noyes, *Washington Star*; Charles W. Knapp, *St. Louis Republic*; Charles Hopkins Clark, *Hartford (Conn.) Courant*; Colonel Charles A. Rook, *Pittsburgh Dispatch*; Adolph S. Ochs, *New York Times*; W. L. McLean, *Philadelphia Bulletin*; Victor F. Lawson, *Chicago Daily News*.

President Wilson was the speaker at the annual luncheon of the Associated Press, which was held in the Waldorf on Tuesday. He emphasized the part that the United States will take in the reconstruction which will follow the peace in Europe. He declared that he looked back with regret on other days when he had spoken in the Waldorf with much more freedom than he could at present, and he hoped that those days would come again.

In part Mr. Wilson said:

"I have come here to-day, of course, somewhat restrained by a sense of responsibility that I cannot escape. For I take the Associated Press very seriously. I know the enormous part that you play in the affairs not only of this country, but of the world. You deal in the raw material of opinion and, in my convictions have any validity, opinion ultimately governs the world.

"It is, therefore, of very serious things that I think as I face this body of men. I do not think of you, however, as members of the Associated Press. I want to talk to you as to my fellow citizens of the United States. For there are serious things which as fellow citizens we ought to consider.

"The times behind us, gentlemen, have been difficult enough; the times before us are likely to be more difficult, because whatever may be said about the present condition of the world's affairs, it is clear that they are drawing rapidly to a climax, and at the climax the test

will come, not only of the nations engaged in the present colossal struggle—it will come for them, of course, but the test will come to us particularly.

"Do you realize that, roughly speaking, we are the only great nation at present disengaged? I am not speaking, of course, with disparagement of the greater of those nations in Europe which are not parties to the present war, but I am thinking of their close neighborhood to it. I am thinking how their lives, much more than ours, touch the very heart and stuff of the business; whereas we have rolling between us and those bitter days across the water 3,000 miles of cool and silent ocean. Our atmosphere is not yet charged with those disturbing elements which must be felt and must permeate every nation of Europe.

"Therefore, is it not likely that the nations of the world will some day turn to us for the cooler assessment of the elements engaged? I am not now thinking so preposterous a thought as that we should sit in judgment upon them. No nation is fit to sit in judgment upon any other nation, but that we shall some day have to assist in reconstructing the processes of peace."

Awards to Be Presented at Los Angeles Convention

At the meeting of the Pacific Coast Advertising Men's Association at Los Angeles, in May, six loving cups will be awarded in various competitions. All of these, except one, will become the permanent property of the winner.

The "Coast Trophy" is a perpetual trophy, to be awarded annually to the Pacific Coast advertising club which has during the preceding year "been of greatest benefit to the interests of Pacific Coast advertising men."

The Hotel Clark, of Los Angeles, has donated a cup for the ad club registering the largest attendance at the convention, distance traveled being taken into consideration. The Los Angeles *Evening Herald* has offered a cup for the most original and attractive advertising display made at the convention. The Los Angeles *Express* and *Tribune* have combined to offer a cup to the individual, firm or club in the P. C. A. M. A. presenting evidence of the best campaign during the past year. R. L. Bisby, a member of the Los Angeles Advertising Club, has donated a cup to the club registering the largest percentage of attending delegates at the educational sessions of the convention. The member of the Los Angeles club making the best display of advertising will receive a cup from G. Herb Palin, donor of the "Coast Trophy."

Cleaning Preparation Advertisers

The Kre-Mo-La Products Company, Cleveland, Ohio, is advertising Kre-Mo-La, a preparation for cleaning and brightening rugs, carpets, upholstering, and textiles. It is put up in 10-cent, 25-cent, and 50-cent cans.

A Chinaman's View on Chinese Trade Opportunities

An authoritative and unusual view upon the opportunities for American business in China was given to members of the Cincinnati Advertisers' Club at its weekly meeting recently by Wong Yie, a well-educated Chinaman who conducts a Cincinnati restaurant. Mr. Wong Yie declared that China at this time is getting little or no goods from the European countries which formerly supplied most of her wants, and that the occasion is ripe for American manufacturers. In fact, he said that China actually prefers American goods. "American manufacturers have a wonderful opportunity to sell goods in China, but those goods must bear the mark 'Made in U. S. A.," he said. "The Chinaman to-day would rather pay above the market price for American-made goods than take what formerly he got from England, France, Japan and Germany." The higher quality of most American goods, especially in the clothing lines, was given as the reason for this preference. As a means of getting in touch with Chinese merchants, who were represented as being eager to sell American goods, the missionaries and Chinese papers were suggested.

Combats Jitney by Sane Advertising

The Mahoning & Shenango Railway & Light Company, operating in and around Youngstown, O., is spending some money in an advertising campaign designed to place the question of a "square deal," as between the company and the latest transportation factor, the "jitney bus," plainly before the people. One recent piece of copy, occupying two columns, was headed: \$32,511.11 paid for street paving in one year." It explained that this sum was paid by the company for the construction and maintenance of paving charged to the company, though not required and not used by it, in a single year, in addition to large direct taxes. The fact that the "jitneys" pay nothing for their use of the streets, and that they derive most of their income from operation on thoroughfares popularized by the street cars, is pointed out. The advertising is purely good-will publicity, as no object can be gained, save perhaps an increase in the "jitney" license tax, except a sense of loyalty to the company and less loss of patronage to the automobiles than would otherwise be the case.

Large Canadian Sugar Campaign

A large appropriation for advertising has been approved by the Atlantic Sugar Refining Company, a Canadian concern, to advertise "Atlantic" sugar, a new brand put on the Canadian market a short time ago. Newspapers, magazines, and billboards will be used extensively in the campaign, which is to start at once.

A. N. P. A. Discountances "50-50" Contracts

THE A. N. P. A., at its session last Wednesday, put itself on record as disfavoring automobile contracts calling for one-half the amount to be collected from the local dealer.

A committee, made up of Jason Rogers, John F. Mackay and C. George Krogness, submitted its report as follows:

"The committee, to whom was referred Topic No. 7, 'What course has been followed by members in handling automobile contracts, received from agencies, calling for one-half of the amount to be collected from the local dealer?' begs to report as follows:

"From the discussion that took place on the convention floor, it will be remembered that, although this difficulty has made its appearance in newspaper offices only within the past year or two, many complications have already arisen. Those may be summarized as follows:

- "1. Extra clerical work involved.
- "2. Divided financial responsibility.
- "3. Readjustment of contract conditions.
- "4. Conflict regarding agency commissions.
- "5. Difficulties encountered in collecting short rates.
- "6. Confusion in offices where foreign and local rates differ.

"The evils incident to this matter are rapidly growing. After considering the whole problem, the committee recommends:

"*First*—That before any successful action can be taken to reduce and eliminate this objectionable practice, local publishers should unite for common protection in their respective fields:

"*Second*—That where publishers find it practicable to adopt a flat rate, the difficulties of the problem may be minimized.

"*Third*—The committee is of the opinion that nothing short of absolute refusal to accept any business on the basis of 50-50 will

accomplish the desired result. On the other hand, unless this stand is taken the objectionable practice will undoubtedly grow, not only in the automobile industry, but will be carried into innumerable other lines of national advertising. The committee recommends that the American Newspaper Publishers' Association adopt among its members, as its standard of practice governing this matter, a positive refusal to accept any business on this basis.

"All of which is respectfully submitted."

The report was adopted.

Trade-character for Paint Company

The "Paint Police" has been adopted by the Dean & Barry Paint Company as an advertising figure to appear in all its advertising. The object of the "Paint Police" is to protect the appearance of homes. One advertisement starts out with this message: "If the appearance of your home is not the best and you feel a bit 'shaky' as to the protection it needs, call for 'D. & B.' Paint—it is always a safe protection."

Slater Leaves Durant-Dort

William J. Slater has resigned his position as assistant sales and advertising manager of the motor-car department of the Durant-Dort Carriage Company, Flint, Mich., to join the sales organization of the Firestone Tire & Rubber Company, Akron, Ohio. Mr. Slater was at one time advertising manager of the Firestone Tire & Rubber Company.

Demonstrates Motion Pictures for Advertising

B. L. Van Schaick, of the Pathé Frères Company, gave a talk to the members of the Poor Richard Club, Philadelphia, last week on the possibilities of using motion picture films for advertising industrial products. Mr. Van Schaick illustrated his lecture with a comic film advertising a commodity.

Advertising Woman's New Position

Irene S. Sims, who for a year was on the copy staff of the T. Eaton Co. Ltd., of Winnipeg, is now connected with the retail advertising bureau of Marshall Field & Co., Chicago. Mrs. Sims was formerly with Carson, Pirie, Scott & Co., Chicago, in a similar capacity.

"Are Premiums Advertising?"—Ad Club Commission Answers "Yes"

By a Close Vote the National Commission of the A. A. C. Decides Premiums Entitled to Be Classed as Legitimate Advertising

CONSIDERABLE diversity of opinion developed at the meeting of the National Commission of the Associated Advertising Clubs of the World, held April 21, in New York, in regard to the proper classification of premiums as related to advertising. The final vote of the representatives present recorded 16 members in favor of classifying premiums as advertising and 14 opposed.

The discussion arose when the National Premium Advertising Association was proposed for membership in the Commission. The premium interests were represented by C. E. Barker, vice-president of the United Profit-Sharing Corporation, John Hall Jones, attorney for the same concern, Sidney A. Kirkman, of Kirkman & Son (Kirkman's Borax Soap), Brooklyn, and president of the National Premium Advertising Association, and H. S. Bunting, of the *Novelty News*, Chicago. Several instances were cited by them of decisions of various high courts which have held premiums to be properly classified as advertising.

The "practice of the trade" was also made a strong feature of the argument. It was contended that if great national advertisers like William Wrigley classify premiums and premium coupons as advertising and charge up on their books expenditures for premiums under the head of "advertising," then that is good evidence that the premium people are entitled to recognition by the Associated Advertising Clubs.

A further point was that advertising novelties and specialties had already been admitted to the association, and this constituted a clear precedent for similar action in the case of so closely an allied branch as that of premiums.

GROUND'S OF OPPOSITION

On the other hand, one of the

members of the minority said: "The question we raise is whether premiums are advertising in the strict sense or whether they should more properly be classified as a separate method of sales promotion and therefore outside of the scope of the ad-club movement. No one has suggested that premiums do not draw trade and that they are not valuable in some circumstances as sales makers. But do they inform or enlighten anybody in regard to a product? Do they fulfill the functions of advertising? Advertising is not merely to draw sales in the sense that price-cutting, for example, may be considered productive of sales. Advertising has its own distinctive method of promoting sales. Do premiums come within this conception of advertising?"

QUOTATIONS FROM COURT DECISIONS

Among the evidence submitted by Mr. Barker to uphold the application of the premium interests for recognition were the following quotations from various judicial sources:

In the Federal Court of Washington where an injunction was issued restraining the operation of a prohibitory tax upon the use of trading stamps and similar devices, the Court said:

"The use of trading stamps and similar devices is neither more nor less than a legitimate system of advertising, and those who employ that system are entitled to the protection of the Constitution of the United States. As well might the legislature classify separately those who advertise in the columns of the daily papers, by billboards or by electrical signs, and impose a tax upon them to the exclusion of others engaged in the same business or calling, who do not so advertise."—*Little v. Tanner, United States District Court, Eastern District of Washington.*

In a case in the Supreme Court of Georgia where a merchant was taxed for using premium tokens, the Supreme Court of Georgia enjoined the operation of the law, stating:

"In its ultimate analysis the use of trading stamps by a merchant is simply a unique and attractive form of advertising resorted to for the purpose of increasing trade. When resorted to for the purpose of increasing the business to which it is to be an incident it occupies the same relation to that business as newspaper advertising, circulars, dodgers, and the like; and if the City of Atlanta can classify as a business, advertising through the medium of the trading stamp, it can also classify as a business advertising through the journals of the city, or through the medium of a person employed to walk the streets with the sandwich upon which the goods, wares and merchandise of a merchant are advertised."—*Hewin v. Atlanta*, 121 Georgia, 731.

The Supreme Court of Virginia, in an action involving the right to prohibit the premium advertising business, said:

"It appears to be simply one of the many devices, fallen upon in these days of sharp competition between tradespeople, to attract customers, or to induce those who have bought once to buy again, and in this respect is as innocent as any other of the many forms of advertising."—*Young v. Commonwealth*, 101 Virginia, 853.

The Supreme Court of Minnesota has also passed upon this question and has held:

"It is beyond the province of the Legislature to prohibit a merchant from issuing coupons, tickets, stamps or tokens representing a certain value, which entitle the holder to a redemption of the same in merchandise. In pursuance of this scheme of advertising to excite the interest of his customers, the merchant is not required to redeem these tickets or coupons singly. These, and similar methods of advertising by

merchants, have been followed so long, and have become so thoroughly recognized as the legitimate exercise of personal rights and privileges under the Constitution that they are no longer the subject of legislation."—*State of Minnesota v. Sperry & Hutchinson Company*, 110 Minnesota, 378.

The Court of South Carolina has also spoken on this subject in a suit involving the validity of an ordinance taxing the use of premium tokens:

"The terms of the ordinance itself recognize (Section 415) the use of trading stamps to be 'for the purpose of advertising or inducing trade.' And such seems to be the view uniformly taken of their use in the numerous decisions which the courts of many of the States, as well as the Federal Courts, have been called upon to make in the examination of this question. But it is essentially an advertising business, so represented to be by the company itself, so considered by the City Council in the ordinance before recited, and so in fact. It is liable to taxation then as an advertising business, and it has the right under the constitution not only of this State, but of the United States, to have such taxation just and equal, without discrimination against it as compared with the taxation of other businesses of the same class, whether such taxation is imposed as a license or in any other way. We have seen that the highest license imposed upon any other advertising business, that of the daily morning newspaper, whose business embraces many other and more important interests than that of advertising, and whose income even from its advertising business is doubtless very many times greater than that of the business represented by the defendant, is less than one-third the license sought to be imposed on the latter. No one can say that this is a just imposition of a tax."—*Columbia v. Lusk*, *Richmond County Court of Common Pleas*, September 30, 1909.

The Supreme Court of Ala-

A Spanish Edition of The World's Work

Messrs. Doubleday, Page & Company take pleasure in announcing that the mails for the last ten days brought them from the leading business men of South America 2136 letters and requests expressing a desire that the Spanish Edition of The World's Work be issued regularly. As this hearty expression came in immediate response to the special Spanish Edition issued in March as an experiment, it has been decided to go forward at once and publish a Spanish Edition of The World's Work as a quarterly.

The Spanish World's Work is announced fully grown. Its first issue was published with the coöperation of 56 leading American business houses, and it bore the endorsement of official and quasi-official names that carry great weight in South America. It was sent to an exclusive list of South American business men the like of which has perhaps never been gathered before.

It is a matter of especial gratification to the publishers that Mr. G. G. Lansing has been secured to take charge of the Spanish World's Work. Mr. Lansing has been for some years editor of El Comercio and is an expert in South American trade service. For 13 years he has been closely associated with the commercial and social life of all the Spanish speaking republics, and for much of this period handled in the field the sales and advertising of leading American manufacturers.

Business men in the United States and in South America as well will realize that Mr. Lansing's service will help to make the Spanish World's Work a strong builder of business friendship and a tremendous selling force in South America.

Manufacturers who are interested in foreign markets will receive particulars of the Spanish World's Work and its service plan, if they will send in this coupon.

Spanish Edition, THE WORLD'S WORK,
Doubleday, Page & Co.,
11 West 32d St., New York.

Please send particulars of the service of the Spanish World's Work.

Name.....

Firm.....Address.....

Business Builders

A Good Mailing List

insures a Successful Advertising Campaign. Our steady growth since 1830 attests the merits of Circular Advertising.

Any class of names supplied for all parts of the world. Send for General Price List B-45, classifying over 6,000 Lists of Manufacturers, Wholesalers, Retailers, Supply Houses, Investors, Professional Men, Residents, etc., with state figures on large lists, such as:

194,268
American Manufacturers
1,115,048
American Investors
69,208
Large Steam Users
266,323
Wealthy Americans
worth over \$50,000
Stockholders of the
U. S. Steel and of over 1,000
Prominent American Corporations.

Importers and Merchants handling Hardware, Drugs, Machinery and a hundred other lines, in South America, Central America, West Indies, South Africa, Australia, or any part of the world.

If you know the class of names best suited to your needs, state territory and financial restriction desired, or we will make suggestions if informed of your requirements.

Boyd's City Dispatch

1921 Beekman Street

New York City

bama, in passing upon this point, said:

"The scheme, if such it may be termed, was only a mode of advertising by those merchants who entered into it."—*State v. Shugart*, 138 Alabama, 86.

In a case where a city ordinance taxed a merchant for using premium coupons, the California Supreme Court said:

"To tax the smallest retail establishment eight times as much as the largest mercantile business, merely on account of its method of advertising, or attracting customers, is clearly unreasonable."

—*Ex Parte McKenna*, 126 California, 429.

In a case where the business of premium advertising was attempted to be prohibited, the Supreme Court of Nebraska said:

"As a result of present-day agitation, along the line of what some of the courts have characterized as governmental paternalism, the legislatures of many States have been induced to pass laws substantially similar to the one under consideration here. While they differ somewhat in phraseology, they are, as we have said, substantially the same. A reading of them will show that, while their real purpose is attempted to be concealed in the language used, it is apparent that such real purpose is to abolish the trading-stamp system as a method of advertising by retail merchants. As already said, 'it appears to be simply one of the many devices fallen upon in these days of sharp competition between tradespeople' to attract customers, or to induce those who have bought once to buy again, and in this respect is as innocent as any other of the many forms of advertising."—*State ex rel. Hartigan v. Sperry & Hutchinson Company*, 94 Nebraska, 785.

VIEWS OF SOME OF THE MINORITY

The minority at the National Commission's meeting, who were opposed to regarding premiums as a form of advertising, were, apparently, not deeply impressed by these decisions. One representa-

tive of the minority stated to PRINTERS' INK that these judges could hardly be expected to possess sufficient knowledge upon the subject of advertising to be able to show the National Commission what should or should not be properly considered advertising. Another stated that the courts had never ruled on the point at issue—that the evidence of court rulings as submitted by the premium people was in the nature of *obiter dicta*.

The point was finally raised that the premium association is made up of buyers of premiums as well as sellers, and that inasmuch as all the other member organizations of the Commission come from one class, either buyers or sellers, the premium organization is not eligible. The application for membership was, as a consequence, referred to the Credentials Committee, with the recommendation that the organization of the premium association be changed so as to conform to the membership requirements of the Commission. In the meantime, it was decided that the premium interests would be heartily welcomed at the Chicago Convention and would be given an informal place upon the programme.

Before reaching this decision regarding the premium association, the Commission admitted to membership the Affiliated Associations of Advertising Agents and went over in some detail the departmental programme of the Chicago Convention.

Representatives of each of the member organizations were present at the meeting, and in the case of several of the organizations there was complete representation present. Others in attendance were William Woodhead, president of the A. A. C. of W.; P. S. Florea, secretary-treasurer; Merle Sidener, chairman of the National Vigilance Committee and Carl Hunt, editor of *Associated Advertising*.

I. Walton Schmidt, advertising manager of the "Detroit," published by the Detroit Board of Commerce, has joined the advertising department of the *Detroit Free Press*.

Old Hampshire Bond

One-Tenth Of A Cent Per Letter

That is all it costs you per finished letter, over and above what you now pay for ordinary stationery, to use Old Hampshire Bond Stationery.

Your envelopes will be strong, tough and quality-looking. Your letterheads will fold flat, will not break in the fold, will feel crisp in the hand, will look like what they are—the standard paper for business stationery.

If you can make your letters stand out from a lot of others for 1/10 of a cent more per letter, isn't the investment worth while?



May we send you the Old Hampshire Bond Book of Specimens?—a book assembled and bound up to interest business men.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.

*The only paper makers in the world
making bond paper exclusively*

Additional Protection by Registering Trade-mark with U. S. Treasury Department

A Practicable Step Which Only a Few Manufacturers Have Taken

Special Washington Correspondence

HAVE you registered your trade-mark at the U. S. Treasury Department?

Probably not, because of the thousands upon thousands of trade-marks in use in the United States only a paltry couple of hundred have ever been registered at the Treasury Department. The average manufacturer or advertiser who puts out trade-marked goods might even say, in response to the above query, that he never heard of the idea of registering trade-marks at the Treasury,—supposed, in fact, that the place to register trade-marks was at the U. S. Patent Office. So it is, primarily, but trade-marks may also be registered for a special purpose at the Treasury Department, and it is a privilege which would probably be more highly esteemed by manufacturers in general if more of them knew of its advantages.

For all that so few manufacturers have seized the opportunity open to them, the system of Treasury registration of trade-marks has been in operation for a number of years. It is specifically authorized by the present trade-mark law, that is the Act of 1905, but the practice antedates that law by some years. Registration at the Treasury is simply the means to the end of placing a representation of a given trade-mark on file with every collector of customs throughout the United States and in Porto Rico, the Philippine Islands, Hawaii and other territory under the jurisdiction and control of the United States.

It is almost needless to say that registration of trade-marks in the Treasury Department is a very different proceeding from the registration at the Patent Office. At the latter institution a trade-mark

is subjected to close scrutiny to determine its eligibility with respect to certain conditions and characteristics.

For example, a trade-mark to be acceptable must not be a descriptive or geographical word, and most important of all a mark must not duplicate or dangerously resemble any other mark that has previously been accorded registration for the same class of goods. At the Treasury Department no such tests are applied. The Secretary of the Treasury will accept for his register and transmit to the file of every custom-house under his jurisdiction any trade-mark that has been approved by the Commissioner of Patents. Indeed all firms that desire to gain the benefit of such trade-mark protection as the Treasury Department has to offer must first gain registration at the Patent Office. Thus it will be seen that common law trade-marks which are ineligible to registration at the Patent Office or, for any reason, have not been so registered, are automatically barred from the Treasury Department.

WHAT IS TO BE GAINED

The object of depositing a trade-mark with the Secretary of the Treasury and through him with the nation's collectors of customs is to prevent the unlawful entry into the United States of any goods in connection with which there is copied or simulated the trade-name or trade-mark of any firm in the United States or any foreign firm that has duly registered its trade-mark in the United States.

In connection with the present "Made in the U. S. A." movement it is interesting to note that one of the avowed objects of the statute providing for the registration of trade-marks at the Treas-

The Leading Sunday Magazine

All the Sunday Magazines include on their list some very important Newspapers, but how many Newspapers are there which mean as much in their respective territories as the papers on the ILLUSTRATED SUNDAY MAGAZINE list?

A Newspaper with a large circulation may not be as important to its particular city as a paper with less circulation, but in a smaller community.

The Columbus Dispatch or the Rochester Democrat & Chronicle may not have 150,000 circulation (individually), but there is hardly a home in either of these cities or in their immediate territory not covered by these two papers.

Nearly every one of the sixteen important Sunday Newspapers with which the ILLUSTRATED SUNDAY MAGAZINE is circulated, is the dominating Publication and advertising medium in its territory.

The same sixteen Newspapers which have been distributing the ILLUSTRATED SUNDAY MAGAZINE for many months, are circulating it to-day.

Sunday Magazines have proved their value as important advertising factors, and for the reasons outlined above the ILLUSTRATED SUNDAY MAGAZINE ranks first.

Pittsburgh Gazette Times
Minneapolis Tribune
Rochester Democrat
& Chronicle
Memphis Com. Appeal
Columbus Dispatch

Philadelphia Record
Detroit Free Press
Boston Herald
Louisville Courier-
Journal
Milwaukee Sentinel
Worcester Telegram

Omaha World-Herald
Buffalo Times
Des Moines Register
& Leader
Dayton News
Providence Tribune

Blue Bird Inc.

NEW YORK

CHICAGO

BOSTON

DETROIT

I am prepared to furnish to newspapers a series of articles that will advertise the value of newspaper advertising.

The price is \$2.00 per week for 52 weeks, including mat service. I make the price thus low because I want to get a great many newspapers to print them.

I want to render a service that will be helpful in developing advertising for newspapers.

I believe that what I can say about newspaper advertising will help newspapers to develop more business in both the local and general fields.

The series will start in some newspapers the first week in May.

WILLIAM C. FREEMAN
Advertising

2 West 45th Street, New York
Phone, Bryant 4817

ury Department is to exclude goods bearing any name or mark "calculated to induce the public to believe that the article is manufactured in the United States, or that it is manufactured in any foreign country or locality other than the country or locality in which it is in fact manufactured." Some readers who peruse this clause for the first time may well be moved to inquire whether we have not right here and ready to hand a remedy for certain evils for which business men have been seeking a solution.

Considering the protection granted by the very drastic provisions of the law authorizing action at the custom-houses and the further fact that no fees whatever are charged for recording trade-marks in the Treasury Department and custom-houses, trade-mark experts are at a loss to explain how it is that an average of only two manufacturers per month register their marks at the Treasury. How real is the protective wall this system rears against unauthorized importations is attested by the fact that only recently the collector of customs at New York held up a large shipment of goods bearing a registered trade-mark although the goods were manufactured by the European branch of the firm owning the trade-mark. In this case, of course, the goods were in due process released when request was made by the trade-mark owner,—the party of chief interest in the premises.

Here is one of the virtues of this system of scrutinizing at the custom-houses the trade-marks on incoming goods. Where a mark has been registered at the Treasury, the effect is to seal up tight the home or American market for the American manufacturer who has originated what has ultimately become a valuable trade-mark, but who has neglected to attempt to register his mark promptly in foreign countries. As a result of this neglect his insignia has been boldly appropriated in those countries which allow registration to the first applicant, and in consequence he is con-

fronted abroad with one or more competitors who have a certain license to manufacture goods under the trade-mark he created. The Treasury Department can offer no relief for such a predicament overseas, but it can shut off the American sales of such an appropriator of a trade-mark if he, mayhap, can manufacture abroad at sufficiently lower cost to make it worth while to attempt to ship the goods to the United States for sale to ultimate consumers educated to demand wares bearing the familiar mark.

Treasury officials in general practice are inclined to be somewhat radical in their interpretations of what constitutes trade-marks that "simulate" marks registered with the Department. That is, goods coming into the country that bear a trade-mark that by any stretch of the imagination might be mistaken for a registered mark or that might cause confusion in the minds of the purchasing public are likely to be held up at the ports of entry. Where questions of doubt arise as to the admissibility of trade-marked goods collectors of customs are not supposed to exercise their discretion in the matter, but are expected to refer such problems to Washington. Very frequently when the head officials in the Customs Division of the Treasury Department find that a spirited fight is to be made with reference to the right of entry of a trade-marked consignment and that both parties have filed briefs that seem to indicate that there may be, consistently, two sides to the dispute, they side-step the issue by ordering the admission of the goods to the United States, telling the parties to fight it out in the courts in accordance with the usual proceedings for infringement.

PRACTICAL WORKING OF TREASURY REGISTRATION

Occasionally a very crafty ruse is employed to get goods from abroad past the Treasury's trade-mark defenses. Only recently a large shipment of English marine glue was received bearing no



DE WITT J. HINMAN

FOURTEEN years' experience, first in the newspaper field—both publishing and advertising branches; later in agency space buying where widest study of media and local conditions was required, has given a keen understanding of how to buy—and what to avoid—in newspaper space—from the advertisers' standpoint.

Street & Finney

NEW YORK

trade-mark, but described in the invoices as the product of a manufactory well known by reputation to American consumers,—the goods having actually, of course, emanated from a rival concern. The trade-mark of the glue of established reputation having been registered at the Treasury, the owners of this trade-mark made vigorous protest against the admission of the unmarked glue, claiming that its importers would attempt to use the invoices as proof that the glue, though unmarked, was the product of the house of established reputation. In this case, unfortunately, the Treasury was unable to afford any relief, as it was held that it was impossible to go behind the fact that the goods themselves were unmarked and that furthermore an invoice is a private document not intended for general circulation for advertising purposes.

ONE FLAW IN PRESENT SYSTEM

The system of registering trade-marks as a means of controlling importations has created a pitfall into which several well-known foreign firms have already stumbled and which will probably continue to have victims among firms not conversant with this "joker" in the law. The dilemma results from the practice, common among foreign manufacturers, of granting sole selling rights for the United States to a firm or individual in consideration of the efforts of this representative to develop a market for the goods in this country. Usually, under such circumstances, the exclusive selling agent, with or without the sanction of his principal abroad, registers in his own name at the Patent Office and at the Treasury Department the more or less famous trade-mark of the house he represents. This plan supposedly works well enough until the manufacturer desires to make a change in his representation, or to substitute a policy of promiscuous selling for the exclusive arrangement. Then he finds his trade-marked goods, unless consigned to the American holder of the trade-mark, are held up at the custom-houses.

The manufacturer who is shortsighted enough to allow an agent to register his trade-mark instead of registering it himself has only one means of redress—he can appeal to the Commissioner of Patents for the cancellation of the trade-mark registration. This has been done in a number of instances, frequently with success. A recent resort to this course was the action in what is known as the "toothpick case" which was noted in *PRINTERS' INK* at the time. Another instance involved a well-known Italian snuff.

Registration of trade-marks at the Treasury has already proved of great benefit to certain classes of trade in the United States, notably the cutlery trade, and the safeguard figures conspicuously in the control of the sale of hair-nets and similar lines.

As has been stated, no expense attaches to the registration of a trade-mark at the Treasury Department, but the owner of the trade-mark must forward a sufficient number of facsimiles to enable the Department to send one copy to each port where the ban is to be put in force, with ten additional copies for the files of the Department at Washington. An interesting feature of the situation is that whereas a trade-mark must have been registered at the Patent Office before it can be registered at the Treasury, a trade name (which is not also a trade-mark) may be registered at the Treasury Department without any reference to whatever action may have been taken at the Patent Office.

Face Powder Offered Free in Newspapers

For the purpose of introducing Marinello Rouge, a new face powder, into Chicago, large newspaper space is being used in a novel campaign. The first ad offered free five "Vanitabs" containing a whole month's supply of rouge. Besides the five Vanitabs each woman who called at the stores listed in the first three advertisements of the campaign, received a "Vanitab Case" with each 50-cent box of Marinello Rouge. This account is being handled by the Sehl Advertising Company of Chicago.

Will They Miss It?

The real test of any publication is—"How many readers would miss it if it ceased publication?"

In the usual magazine fields the woman can turn to any one of a dozen others if one of them goes out of business.

But if The Farmer's Wife were to cease publication there is no magazine to take its place.

It is the only magazine devoted to the farm woman and the farm home. It is in position to do more constructive work, vitally affecting the lives of its readers, than any other magazine. It is the greatest single influence reaching American farm women.

THE FARMER'S WIFE

A Woman's Farm Journal

WEBB PUBLISHING COMPANY, Publishers

St. Paul, Minn.

Western Representatives,
G. W. Herbert, Inc.,
600 Advertising Bldg.,
Chicago, Ill.



Eastern Representatives,
W. C. Richardson, Inc.,
41 Park Row,
New York City.

Member Audit Bureau of Circulations, 750,000 Circulation.

A Market of Undoubted Value

NEWARK ranks 11th in the aggregate value of products annually. It ranks 10th in the number of commercial and industrial establishments, 11th in the average number of wage-earners employed, and 9th in the aggregate amount of wages and salaries paid.

The value of manufactures yearly represents \$580 per capita to the population of Newark (pop. 1912, 380,000).

The wages paid to employees average \$747 yearly.

NEWARK, New Jersey, has 252 distinct lines of industry; fifty lines turning out values from one to thirty million dollars annually.

NEWARK AS A MANUFACTURING CENTRE RANKS AHEAD OF THIRTY STATES IN THE AGGREGATE VALUE OF ITS MANUFACTURED PRODUCTS.

THE

Newark Evening News

(Always Reaches Home)

through its strong upright stand for clean politics and social reform has thoroughly won the support of all classes. Advertisers can best win the patronage of this great market by advertising in the NEWARK EVENING NEWS, New Jersey's Greatest Newspaper.

Eugene W. Farrell, Adv. Mgr. and Asst. Gen. Mgr., Home Office 215-217 Market St., Newark, New Jersey.

O'Mara & Ormsbee, Inc., General Advertising Representatives, Brunswick Building, New York City; Tribune Building, Chicago, Ill.

Frank C. Taylor, New York Representative, Brunswick Building, New York City.

Circulation records open to every advertiser or prospective advertiser.

**Newark will
celebrate its
250th Anniversary
in 1916**

Result of Advertising During Business Depression

THE L. S. Starrett Company, Athol, Mass., manufacturer of mechanical tools, is an example of a concern that quickly feels business depression, while, on the other hand, it is one of the last to get the benefit of a revival of trade.

"Our tools," said F. E. Wing, the company's treasurer, "are bought by mechanics. When business is dull and mechanics are being laid off, working on short time, or are afraid they are going to be laid off or put on short time, they naturally buy only such tools as they are absolutely obliged to have. Also, we are one of the last to get the benefit of a revival in business. After mechanics have been subjected to decreased income for any length of time, they are naturally in debt to the grocer, the doctor and others, and these matters have to be taken care of before they can again get much enthusiasm over buying additional tools."

Mr. Wing stated that the company's business, in spite of these facts, has kept up remarkably well. Relative to the advertising he said: "We have kept along about the same as if the depression did not exist. We have not taken quite so much space in general mediums as we would have taken if business had been good, but we have kept in them, and have kept our usual spaces in the trade and mechanical publications. We have also put out other advertising lines, such as banners, show-cards, booklets, novelties, etc., as much as usual."

Becomes Officer of Hickory Products Association

H. A. Long has resigned as general manager of the Service Recorder Company, of Cleveland, to become secretary of the Hickory Products Association, 29 South LaSalle Street, Chicago, effective May 1. His former duties will be assumed by H. R. Cool, secretary of the company.

Would Remedy Trade-mark Chaos in South America

New York Concerns to Co-operate to Prevent Thefts of Trade-marks—How Trade-marks Have Been Copyrighted—Plan for Two International Registry Offices—Further Legislation Needed

DURING the past week or two there have appeared signs of a more determined effort to free American manufacturers from the injustice of conditions governing trade-marks in many of the Latin-American countries—conditions that have been a thorn in the side of American producers seeking a market in Central and South America for their trade-marked goods.

In the current campaign to end trade-mark chaos in Latin America United States governmental agencies seem disposed to co-operate energetically with the business interests that have stirred them to action. New York firms, such as Francis H. Leggett & Company, and members and officials of the Merchants' Association of New York are given credit at Washington for the renewed effort to end an almost intolerable condition. The conditions complained of arise, of course, from the circumstance that in most Latin-American countries right of ownership in a trade-mark is dependent solely upon priority of registration, without regard to whether an applicant for registration is the originator or first user of the mark in question.

The seriousness of the situation produced has been brought home within the past six or eight months to a number of United States manufacturers who, owing to the European war or other influences, have taken up for the first time the question of cultivating Latin-American trade only to find that their trade-marks have been registered in Latin-American countries and that they cannot ship trade-marked goods of their own manufacture into these countries



More facts "touchin' on and appertainin' to" the Syracuse Newspaper Situation

We thank "the excellent and eminent" morning paper for its recent trade paper advertisement designating **THE JOURNAL** the "second paper" in the Syracuse field.

That is tantamount to an acknowledgment that it has attained first place in the afternoon field, "and praise from Sir Hubert is praise indeed."

However, we shall never be altogether happy or perfectly satisfied until the morning paper divides its circulation according to the request of the A. B. C. and thus admits the marked leadership of **THE JOURNAL** over even the morning paper, by probably more than 5,000 in the City of Syracuse, and possibly by 10,000 in the City and Suburban territory as defined.

All three Syracuse newspapers are good newspapers, the people of Syracuse have said so emphatically in a circulation way.

Now let us make the circulation statements so frank, so complete, so comparable, that advertisers may know exactly how the vote stands.

THE SYRACUSE EVENING JOURNAL

SYRACUSE, N. Y.

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

except with the consent of the respective trade-mark registrants.

In some instances American trade-marks appear to have been thus registered in Latin-American countries by selling agents of the United States firms who, at least at the time of registration, were not suspected of ulterior motives. In other instances, seemingly, trade-marks have been appropriated by Latin-American firms who, observing the success of a given mark in the United States, have been fired by an ambition to duplicate that success by affixing that same mark to similar goods in their own country. Finally, some persons, it may be suspected, have registered American marks with no other thought or purpose than to exact tribute from American owners of the marks when they should, sooner or later, attempt to enter the Latin-American market.

Whatever the circumstances or the motive of such forehanded trade-mark registration, it works out that United States firms are, under the present conditions, liable to be called upon to pay dearly for their negligence or for failure to anticipate that they would ultimately enter the Latin-American market.

PROPOSED REMEDY

Efforts that are now being made by the United States Department of State, the Pan-American Union and other Federal or international institutions are taking the form of attempts to induce the speedy ratification of a convention on this subject which was drawn up at the Pan-American Conference, held in Buenos Aires in 1910. This plan provides for two international registry offices for trade-marks, one located in Havana, Cuba, having jurisdiction over the northern group of republics, and the other, located at Buenos Aires, having jurisdiction over the southern group of countries. A trade-mark registered at the central registry office would insure simultaneous registration in all of the countries of the group. Already almost a sufficient number of countries in the northern group have ratified

the plan to authorize the establishment and operation of the registry office at Havana.

Even at that, however, specific legislation will probably be necessary in the various countries in order to make the new plan effective. Furthermore, whereas this plan may be effective in preventing piracy in the future, it is not so clear how it will remedy the unfortunate conditions of which some manufacturers in the United States are now the victims. Evidently it is a rather formidable task which American trade-mark owners are facing, but the very magnitude of the undertaking will render welcome any tangible progress.

\$6,000 for Newspaper Ads Would Equal \$40,000 to Billy Sunday

The expedient of spending a relatively small amount on advertising religion, rather than a large amount on a self-advised individual, was pointedly suggested by Rev. T. W. Barker, of Newport, Ky., before the Methodist Ministers' Association in Cincinnati recently. "It is humiliating to me to see 200 ministers in Greater Cincinnati stand with hands down and wait for Billy Sunday to come along and persuade God to take a hand in saving the city," he said. "Take \$6,000 and spend it in your daily papers in three weeks of advertising, and you will have a greater revival than Billy Sunday ever knew. Where we preach to 10,000 the press reaches 500,000. Give me the exclusive control of the dailies in Cincinnati for three weeks and I will show you the greatest revival, not only in the history of the city, but in the history of the American people. I dare the editors to give me a chance to prove the statement true.

"You have been talking for fourteen months of securing Billy Sunday. You don't need Billy Sunday. I am a great admirer of the gentleman. He is all right. But to think that nearly 200 preachers must stand with hands down and wait two whole years for Billy Sunday to come and persuade God to save sinners in Cincinnati is humiliating in the extreme. You would pay Billy Sunday \$40,000. You take \$6,000 and spend it in your papers in the next three weeks in advertising, organize a campaign, and you will have in 10 days a greater revival than Billy Sunday ever saw."

F. M. Eldredge has been appointed advertising manager of the Puritan Machine Company, of Detroit, in place of E. H. Clark, who resigned recently. Mr. Eldredge formerly conducted an agency of his own in Denver.

THE AYER & SON ADVERTISEMENT

(Continued)

Most of us know that she has all the natural equipment for success, and those of us who don't will know it when we gather at the Exposition.

With a Panama Canal and a transcontinental telephone line to put her in quicker touch with the markets of the world, California is going ahead like a buck rabbit with a houn' dawg on his trail.

She sure has the opportunities! Raisins, apricots, peaches, oranges, nuts, ostrich feathers, and almost everything else—AND prunes.

To quote the star boarder, let's stop for a minute at prunes. California gives us nearly 90 per cent of all the prunes used in the United States—and millions of pounds are used every year.

Why isn't it just as logical for the New England housewife to buy California prunes in a trade-marked, sanitary package as it is for a "Native Son" to promenade Market Street in a pair of Brockton-made shoes?

There's a thought for some of you alert Californians, and we've lots of others for any of you who feel growing pains.

To save space and your patience, we ask to be allowed to do a quickstep from prunes to pedagogy.

California has an educational system that ranks among the best. Her public school system is a model. Her normal schools and colleges are conducted upon the most advanced lines.

Mills College is worthy of rank beside Vassar and Smith, Bryn Mawr and Wellesley. There are as many reasons for Eastern girls to matriculate at Mills as there are for Western girls to attend Vassar.

Leland Stanford University is exceeded by only one other institution in endowment. Given a setting like picturesque Palo Alto, the highest educational standards and an equipment more than up to the best of Eastern colleges, and what wouldn't advertising do for Leland Stanford?

We mention these educational institutions because we believe that their influence has much to do with the future progress of the State. As Advertising Headquarters, handling more than 80 per cent. of all the school advertising done in the United States, we are positioned to assist California's schools and colleges in securing students from afar.

We have cited but a few of California's advertising possibilities. We could name many more, but believe that what we have said will cause a few of California's growers and manufacturers and educators to look eastward for the assistance that experience can give. Distance is no handicap—San Francisco is but a telephone call from Philadelphia.

We are not unknown in California as Advertising Headquarters. It has been our good fortune to have associated with Mr. William Woodhead in his work of building up *Sunset*, the Pacific Monthly, to its present position as a leader among American magazines. Mr. Woodhead is a national figure in advertising. As president of *Sunset Magazine* and the Associated Advertising Clubs of the World and as a man well informed on advertising matters, his opinions are highly respected. We feel sure that any Californian seeking to know the truth about us can get it—unvarnished—from Mr. Woodhead.

N . W . A Y E R & S O N
P H I L A D E L P H I A
N E W Y O R K B O S T O N C H I C A G O

*Number Two of a Series on
Advertising Results*



We have gotten, so far, over a hundred inquiries from our advertisement in "PRINTERS' INK."

What pleases us most about these inquiries is the fact that they seem to have a pretty thorough understanding of our proposition, and they are not in any sense curiosity seekers.

The biggest contract we have closed was started through our work in your publication.

We believe that the character of the editorial matter is responsible for the high-class replies which we have been getting from our advertising with you.

The writer is, himself, keenly interested in "PRINTERS' INK," and we hope to continue our advertising with you.

ROBYN-KANDER MOVIE TICKET CORP.

By Treas.,

April 8, 1915.



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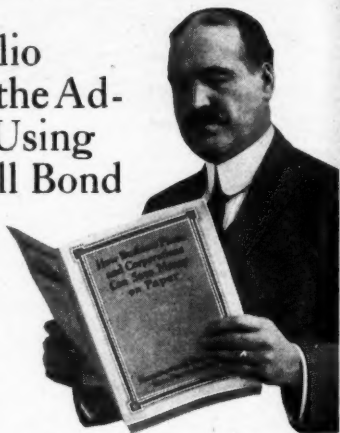
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This Portfolio Showed Me the Ad- vantage of Using Hammermill Bond



"This Portfolio showed me that I could use *one* paper for different classes of work rather than a different paper for each job. Heretofore I could not

A Special Portfolio for each line of business

standardize in this way, as the bond papers that were good enough for *all* my jobs were too high priced to use on *some* of them.

"But this Portfolio proved conclusively that Hammermill Bond is adapted to *all* my printed forms, order blanks, billheads, letterheads, etc., and that its medium price would permit an actual saving."

HAMMERMILL BOND

"THE UTILITY BUSINESS PAPER"

We will gladly send you gratis a specimen Portfolio showing the practical, economical use of Hammermill Bond in *your* line of business. Each Portfolio shows work on white and all twelve colors, and in Ripple and Linen as well as the regular Bond Finish. Write today.

HAMMERMILL PAPER CO., ERIE, PA.

Use Hammermill Safety Paper

For your checks and vouchers. It is becoming recognized as the highest standard of Safety Paper. Ask your Lithographer. Send for Specimens.

Posters to Reinforce Other National Advertising

Maker of Garland Gas Appliances
Successfully Co-operates with
Dealers—Posts Only Those
Towns Where Merchants Will
Help—Efficiency of Appropriation
Doubled in Two Years

RECENTLY reference was made in PRINTERS' INK to a Co-operative Service Folder which the Michigan Stove Company has distributed among the local merchants and gas companies handling its product. The plan, in brief, as outlined in the folder, called upon the merchants to run a series of four newspaper advertisements and to conduct appropriate window displays of Garland products, while the manufacturer agreed to post the town free, using 16-sheet posters, lithographed in six colors, upon which the dealer's name would be printed.

Francis Palms, the advertising director of the company, states that the firm has always been a firm advocate of posting to reinforce its other national advertising, though it has not always been able to obtain the best of co-operation. The plan as outlined has been used for the last two years and was explained at greater length in PRINTERS' INK for May 14, 1914. In the two-year period it is considered that co-operation has been increased from 50 to 75 per cent.

"We practically doubled the efficiency of our appropriation," asserted Mr. Palms. "This year the plan has been considerably amplified. We are using a 16-sheet poster instead of an eight-sheet, and have rounded out a concrete local service that evidently appeals to our distributors, as evidenced by the signed contracts which we have received from them."

The local service referred to includes electros of any of the Garland appliances for newspaper advertising, street-car cards of four different designs, lantern slides for

moving-picture shows, a new cookbook and a cut-out picture for the children.

In sending out the promotion book, Mr. Palms states that he profited by a hint which was given in an article in PRINTERS' INK. In the article in question it was shown how a certain campaign was a practical failure because the booklet outlining the plan to dealers was sent out too far in advance of the actual selling season, the dealer thereby being given opportunity to relax in his enthusiasm and to practically forget the entire campaign when the time came to inaugurate it.

"Of course," said Mr. Palms, "we gave the plan to our sales representatives the first of the year, with a supply of contract blanks. Since that time we have received signed contracts from over 50 per cent of our entire list of agents in the gas line.

"We mailed our book just a month ahead of the date set for the campaign, which was April 15, and are still continuing to receive signed contracts from our agents.

"What the outcome of the campaign will be this year we are, of course, unable to say, but the year we inaugurated it we were unable to fill orders, and already this year our sales of gas appliances are ahead of any previous year. Whether this can be attributed to the campaign or not it is, of course, impossible to say, but, judging from the willingness of our distributors to co-operate, and the necessity of their stocking up with an assortment of different types of ranges prior to the campaign, it has undoubtedly had considerable effect in stimulating orders."

In the poster which is being used the Garland people have endeavored to produce the atmosphere of an all-gas kitchen. Three of the different appliances of such a kitchen are shown, a range, water-heater and garbage-burner.

Newspapers for Sugar Syrup

The Dunbar Molasses & Syrup Company, of New Orleans, is using newspaper space to advertise Dunbar's "King-Komus" pure sugar-cane syrup.

A Day's Drive on Investigation of Price-maintenance Oranges

SUNKIST orange advertising, focused on Greater New York in the papers one day recently, featuring Orange Day, is reported as having been very successful.

In Brooklyn the co-operation of 16 dealers was obtained by the paper which carried the copy, and in Manhattan eight or nine dealers were hooked up to the advertising. The individual advertising of those dealers was run on the same page with that of the Sunkist copy. The dealers paid for their space.

One Brooklyn store not only sold all of its Sunkist oranges by three o'clock on Orange Day, but it also cleaned out all the other oranges in the store and sent out for fifteen boxes. This store had advertised Sunkist oranges in its regular advertising space.

Even the street vendors cashed in on the Orange Day advertising. Some of them had signs with "Sunkist Oranges" on them, but in several instances the goods were not wrapped in Sunkist tissue.

The additional dealer advertising did not cost the Sunkist people anything. The newspapers' benefit outside of the Sunkist order consisted in the sale of the space to the dealers who might otherwise not have advertised on that day.

An interesting example of the pulling power of the copy was discovered. A dealer advertised a box of 200 oranges for \$2.80. At the same time the Sunkist oranges were quoted at \$3.59 for a box containing 200. Despite the price difference the store selling the Sunkist oranges disposed of the entire stock and had to order more.

Joins Dort Motor Car Organization

Ralph B. Dort, formerly manager of foreign advertising for the Albany Knickerbocker Press, has been appointed advertising manager of the Dort Motor Company, Flint, Michigan.

The Committee on the Maintenance of Resale Prices of the Chamber of Commerce of the United States of America held a session in Chicago last week. This committee was appointed in the latter part of 1914 and made a preliminary report at the convention of the Chamber in Washington on February 5 of this year.

The convention at that time instructed the committee to continue its investigations, and to discover and state, if possible, the elements of the price-maintenance problem in such a way that these statements might be made the basis of a referendum or general vote of the organization members of the National Chamber.

At its Chicago sessions the committee appointed two sub-committees to prepare, respectively, statements in favor of and against the adoption of legislation in favor of the restoration of the producer's right to enter into resale price contracts.

The committee as a result of its discussion has decided, whatever form its recommendations take, the question of price-maintenance is inseparably connected with the problem of advertising.

The committee is anxious to get from every source possible (consumers, dealers, associations or others), facts, accompanied by figures and specific details, which bear upon price-maintenance and related questions such as:

(1) Is there an essential distinction between branded and unbranded goods, to the advantage of the former?

(2) Are advertised or unadvertised goods more economical to the consumer?

(3) Is legislation desirable to require merchandise to be truthfully advertised and described?

(4) Do competitive conditions prevent the making of exorbitant profits? and

(5) Does price-cutting actually reduce the value of, and hinder the distribution of, identified goods? By "identified" goods is meant goods sold under trade-mark, brand or other means of designating the producer.

Each member of the committee is authorized to receive details of such cases. These will be forwarded to the chairman, to be digested and prepared for consideration by the committee at future meetings, and such of these as are pertinent will be incorporated in its recommendations.

The members of the committee are as follows: Professor Paul T. Cherington, chairman, Harvard University; George M. Courts, manufacturing stationer, Galveston, Tex.; Henry B. Joy, president, Packard Motor Car Company, Detroit, Mich.; Frank W. White, manufacturer of shoe goods, oil cloth, etc., Boston, Mass.; Professor Paul H. Nevstrom, University of Minnesota; Chas. A. Stix, wholesale dry goods, St. Louis; Edward S. Rogers, lawyer, Chicago; Frank H. Armstrong, of Reid, Murdoch & Co., Chicago; James F. Finneran, retail druggist, Boston; and Frederick H. Rike, department-store president, Dayton, O.

A Paradox, A Purpose, and A Promise

The Paradox

One of the reasons why we entered the advertising agency field is because there are too many in it already.

The Purpose

To keep this Paradox in mind and hasten its logical outcome; to work *with* the Publisher for the Advertiser; and to render honest, intelligent, effective service.

The Promise

To carry out this Purpose to the best of our ability and to observe the Golden Rule in all our business relations, that we may merit the confidence of those with whom we have business dealings and the respect of our competitors.

CARNEY & KERR, INC.

Advertising Service

33 WEST 42nd STREET, NEW YORK

Telephone, Bryant 8377



Lafe Young, Jr., Urges One-price System in Newspapers

(Continued from page 54)

newspapers to omit names of individuals and institutions with whom the publisher has had a quarrel. It is clearly evident that enough newspapers in a year's time do enough petty things to destroy confidence, which should exist to bring newspapers up to their highest state of productivity.

For the good of the newspaper profession, there should be some active promotion of the real value of more careful conduct and of higher ideals, some preparation that would prove to publishers that whatever restores confidence in news and editorials restores advertising productivity. It must have been a great shock to innumerable newspaper men to know recently that the *New York Times*, one of the really great newspapers of America, was compelled to defend itself before a committee of the U. S. Senate against an insinuation of conducting its editorial page for or against the ship-purchase bill in accordance with the advertising carried in its columns or the business influences and associations surrounding the publisher. This was, of course, an absolutely unwarranted insinuation. The *New York Times* is the highest type of American journalism, which many men could really say leads the entire field in this great country. But the attitude of Senator Walsh is an indication of the suspicion that seems to be so universal that newspapers are lacking in proper honesty. Something must be done to inspire belief in news, editorials and advertising.

The work of the *New York Tribune* will certainly be helpful to all newspapers. The wave of cleanliness which is sweeping over this country will advance the cause. A truth campaign and the vigilance work of the Associated Advertising Clubs of the World is of untold value, but newspaper men should have their own

organization with plenty of capital, with a real understanding of newspaper weaknesses, and with leaders able to persuade and preach and induce a greater number of publishers to so conduct themselves as to be entirely above suspicion.

And doesn't it seem a little strange that there should be any hesitancy on the part of the members of the A. N. P. A. to promote an organization which should mean more business? We have a Bureau of Labor in connection with the A. N. P. A., a Collection Bureau, and we handle all the routine matters of the organization. And it is inconceivable that we should hold back our support from the sales department, the one department which, properly built up and handled, will furnish the funds for the conduct of the purely executive and routine department. I should like to see the Bureau of Advertising the strongest department of our association, with offices in New York and Chicago, doing real creative work, and to have such a bureau there must be funds and enthusiasm and the real comprehension of the possibilities of such a bureau on the part of the membership. And there must be intelligence and capacity of the highest order in the Bureau itself. When this situation can be brought about I am sure it will mean a new era for the newspaper business.

Admen Speak Before Detroit Audience

Alexander F. Osborne, of Buffalo; Albert J. Leitch, of Cleveland, and William Schweiger, of Rochester, spoke before the Detroit Adcraft Club on April 13. The programme was arranged to promote the Advertising Affiliation Convention at Rochester, May 14, 15 and 16, and the speeches dwelt on the advantages of such meetings.

Philadelphia Advertises Clean- Up Week

That every man, woman and child in Philadelphia will have no excuse for ignoring "Clean-Up Week," May 3 to 8, an extensive campaign of publicity is being inaugurated by the Highway Bureau, including the distribution of hundreds of thousands of poster stamps, and the use of placards, posters and bulletins on street cars, automobiles and wagons.

Ways of Salesmen and Buyers in Closing Sales

The Unexpected Often Plays the Deciding Role

By George L. Sullivan

ONE night during the last automobile show, a group of successful automobile salesmen had foregathered for a bite of supper and a gossip. Some were New York men—others had made their mark on the Chicago market. Some came from Boston, and there was one man there from Montreal. They seldom saw each other, save at the annual automobile shows, and they talked shop as every group of men always do who are following the same lines of business when they foregather—if they are making a success and go of things. Unconsciously they exemplified Kipling's doctrine that a man's work is the most interesting thing he thinks about.

The talk turned, after the discussion on new models which would have been most enlightening to the designing engineers of their various factories, on selling arguments, and from that broad field narrowed down to "What closes the sale?"

"I have been thinking over all the sales I have made in the last five years," said one of the Chicago men, "and trying to formulate some law that might be regarded as definite and which could apply to average sales of automobiles. I can't do it. I'm stumped. And I've discovered a curious thing—no three of them were closed for the same reason. Often the smallest and apparently the most remote reason determines the closing of a sale. I remember one man I had several years ago. He had decided to buy a car—some car, any car—and he knew nothing about cars at all.

"He had looked at several, and came in one March afternoon to see our line. He asked the usual questions, and finally he asked in a guarded way about our company. After beating around the

bush he got round to asking about the personnel of the factory organization. All the various officers passed in review, and then he wanted to know if the president of the company was a Methodist. I couldn't assure him whether or not he was, and I was in a quandary. I didn't know whether he was getting at the thing back end to or not. I mean I didn't know whether or not he wanted our president to be a Methodist, but I took the plunge and assured him that he was. Will you believe it, he signed the contract at once and took delivery the next week."

THE CONTRACT PROTECTS BUYER AS WELL AS SELLER

There was a general laugh and accusations of "bum salesmanship," and then the Boston man said:

"Do you know I find that one of the things that often hangs up a sale is the signing of a contract. I have had several men who were ready to buy the car, but when they found they had to sign a legal agreement to buy and to pay the balance on a certain date, they balked. There is something about a legal form, however simple, that seems to frighten a certain type of man. Of course we try to make our contract forms as simple as possible, but they must be more or less formal. However, I get over this by pointing out that the buyer has all the rights in the matter we have, and can sue us just as readily as we can sue him."

"Tell me," said another, "did you ever know a case of a concern suing on a contract and compelling a man to take a car when he honestly couldn't after he had signed?"

None of them had known of such an instance. Several had known of cases where the initial

deposit was retained, but all agreed that where a man had experienced reverses between the time of signing and the delivery date, he was released from his contract, and in many instances the deposit money refunded to him.

"I closed a sale in a queer way not long ago," said one of the New Yorkers. "We had just brought out a new model, a light four-cylinder five-passenger car, that was rather heavy—at least it was not so light as some other cars in its class, and we didn't want it to be. But occasionally this seeming heaviness would influence a man into thinking he did not want the car on account of the gasoline consumption. We got about 15 miles to the gallon. A big chap came in one day, went over the car, liked it, had a ride, liked it more, but could not reconcile himself to only 15 miles to the gallon. He had made up his mind he ought to get 20 miles.

"I tried to show him that he shouldn't expect that mileage on that type of car, but he wouldn't listen to me. I did some quick figuring and said 'I'll tell you what we will do. We will pay you the difference on your mileage between 15 and 20 miles to the gallon at the end of the season. You keep careful track of your mileage and your gasoline used, and tell us about it when the season is over and your car goes into winter storage and we'll hand you a check for the difference of five miles per gallon.' That floored him. He thought he was going to get a big check and promptly signed the contract.

"The end of the season came and, instead of a claim we got a courteous letter from him acknowledging that he had been foolish and that when he had come to figure the amount, it was so small he felt foolish about claiming it. However, we sent him the check which he at once spent with us for some little accessory to go on his car. Figure it yourself and see how little we would have had to give him even on a 10,000 mileage."

"Ever sell a car for a Christmas gift?" asked another.

A chorus of "Oh, yes," "Sure," and "Several," answered him. One of the Boston chaps pulled a wry smile and started slowly to tell his experience along that line.

"The day before Christmas last year," he said, "a man came in, wanted to see a small town car. Some of his cronies had told him about one we had. As luck would have it, the car had been sent to Worcester to our branch there. We showed him cuts of it, went over the specifications on a similar chassis with a touring body mounted that we had on the floor, and he seemed delighted, but would not sign till he had seen the car and its upholstery. Then it came out that he wanted the car for a Christmas gift to his wife and wanted it delivered next day.

SEIZING OPPORTUNITY

"I had an engagement with the kiddies that night, but I wanted that sale because I had use for the commissions myself, and I said to him, 'Will you go to Worcester with me and look at the car, and if it is acceptable, give me a check for the whole amount? You live half way between Boston and Worcester. I'll drive the car to your house tonight in time for your wife to have it either tonight or tomorrow morning.' Well that got him. He was tickled to death.

"We jumped the next train after a hurried telephone talk with my wife—one half of it rather teary. He liked the car, gave me a check on the spot—he was so well known there was no need of its being certified—and we drove to his house. He decided to give the car to his wife that night, and it repaid me for all my disappointment to see her delight. I was persuaded to stay to a bully supper and the wife sent to my wife a corking basket of fruit."

"Glad you spoke of that certified check," said a New Yorker. "I worked for a man once in this town, who would not deliver a car, no matter who it was who had bought it, unless the check were certified. We had sold a car to the president of the biggest railroad system in the East. He came up to take the delivery, and we



The illustration shows a close-up of a hand holding a chain, preparing to attach it to a car tire. The tire is mounted on a multi-spoke wheel. The car's body is partially visible in the background. The entire scene is rendered in a high-contrast, black-and-white style typical of early 20th-century advertisements.

The Final Necessary Touch —

Wherever you go during bad road weather you see Tire Chains on the majority of automobiles. They are on all makes, from Fords to Packards, and you should put them on the cars in your illustrations.

Give the final touch of realism to your automobile illustrations—put Chains on the tires when picturing snow, mud or wet pavements.

Write us for illustrations of chain equipped tires

WEED CHAIN TIRE GRIP CO., Bridgeport, Conn.

NEW ENGLAND

the beginning place for local campaigns. Local campaigns naturally suggest Daily Newspapers.

N. W. Ayer & Son says:

"Some of the most remarkable national advertising successes have started as local campaigns with a national effort in view as a work of the future.

"Too many thinly spread out, poorly supported, so-called national advertising campaigns are started, and the annual death rate is something terrific. Facts and figures are easily available to every one, and need no comment from us.

"This scheme of spending a few thousand dollars in a national publication and then proceeding to bluff the trade in the line of merchandise thus advertised, is pretty well played out. Helpful, intelligent co-operation with the trade is desirable. Retailers should be responsive to the effort of honest advertisers to place goods on their shelves, but in too many cases consumer advertising is used only as a club on the retailer, and the appropriation is not of sufficient size, nor the advertising effort sufficiently continuous to really accomplish much with the ultimate consumer."

"The Story of the States."

The Ayer & Son Advertisement in PRINTERS' INK, April 8, 1915.



These 12 Point the Way

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414.

Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD

Daily Circulation 7,000.

Population 37,265, with suburbs 60,000.

WATERBURY, CT., REPUBLICAN

Daily Circulation 8,783.

Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS

Daily Circulation 20,944.

Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,014.

Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., Union and Leader

Daily Circulation 27,705.

Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM

Daily Circulation 15,261.

Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., Standard and Mercury

Daily Circulation 23,079.

Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS

Daily Circulation 20,021.

Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION

Daily Circulation 20,591.

Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE

Daily Circulation 24,626.

Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT

Daily Circulation 16,800.

Population 98,915, with suburbs 125,000.

refused to let him have the car without a certified check. He was furious. 'All right,' said my boss, 'when I get freight from your railroad I have to send a certified check. My credit to that extent is as good as your credit is to your extent. See the point?' He saw it and got the check certified with some grumbling, but we happen to know that he told the story on himself with apparent delight afterward."

Somebody said "allowances," and they all began to talk at once. There is no word so like a red rag to a bull as "allowances" to the automobile salesman. Every man who has a car to turn in, in part payment for his new car, is morally certain that his car is the best second-hand one ever seen, and wants more than any dealer could possibly give for it. The general public does not know that the allowances on second-hand cars are simply a matter of mathematics, and with a leeway of \$100 each side, possibly, are determined arbitrarily by the year and model of the car offered as part payment.

Not ten per cent of the cars taken in exchange are ever seen by the dealer till they are driven up to be turned in when the new car is delivered. He knows just exactly what he can hope to get for each car, each model and each year. And there is not the slightest chance of the owner fooling him on a year. He states in his contract that his car is of a certain year and model, and if, when he turns it in, it is not exactly as he has represented it to be, he stands a pretty fair chance of going to jail if the dealer wants to be nasty.

"Queerest case of allowance I ever had," said a Chicago man, "was that of a suburbanite to whom we had offered \$500 in exchange for a new car on his old one. He wouldn't take it, and we lost the sale because he said he knew his car wasn't worth it, which meant we were taking a loss on the transaction, which meant in turn that our profits were too long and he wouldn't do any business with us."

"Closed a sale on a color once,"

You increase the chance of success of a new campaign when you focus it on a local point such as

PORTLAND (MAINE)

Because of its prosperity.

Because of its compactness.

Because of its people who are residential, industrial and agricultural.

Because One daily goes into about nine-tenths of the newspaper-reading homes in Portland and immediate suburbs. It is the

EVENING EXPRESS

The only afternoon paper and the greatest daily in Portland, Maine

JULIUS MATHEWS, Representative.

Ideas

in typewritten
form without
any obligation
on your part,
or in sketch
form at a nominal charge.



Advertising Illustrations

CHARLES DANIEL
FREY COMPANY
Monroe Building - Chicago

Sprague Electric System of Newspaper Control

A system for every need. Full or semi-automatic control, alternating or direct current. 10 to 200 horsepower. An attractive illustrated descriptive bulletin No. 24230 will be sent upon request.

Sprague Electric Works Of General Electric Co.

Main Offices
527-531 West 34th Street
New York, N. Y.



Everlasting All-Purpose Fence

FOR an all-around general utility fence, at a moderate cost, it's hard to beat this one. The posts have cast-iron, three-blade anchor bases, into which the steel posts are directly cast fast. Not bolted or keyed, but cast fast. Posts can be driven—cutting out post-holes costs. The wire is an attractive, close-meshed weave, heavily galvanized. Will keep even the smaller animals and chickens either in or out. Isn't this the fence you have been looking for? The price is right. Send for catalog.

ENTERPRISE IRON WORKS

2428 Yandes St., Indianapolis, Ind.

said another man. "The car stood on a dark floor and looked perfectly black. As a matter of fact it was a Brewster green. Had to roll the car off into the street and demonstrate to the woman it was really green. She signed, or rather her husband signed for her."

"Doesn't it beat the deuce," said another, "how the women close the sale or queer it? I've seen a sale lost because the embroidery bands in the interior of a limousine did not suit a woman in width. I've lost a sale because the tires happened to be dirty. I've closed a sale because the town car upholstery happened to go with a woman's gown she happened to be wearing that day, and I've closed a sale with a woman, too, because the engine looked 'nice and shiny,' and heard her say that she expected to keep it that way. I had a chance to sell a \$7,800 job in Chicago once if we could get the same thing in another color than the one we were showing. Factory said they hadn't one—but had one in New Orleans in charge of the agent there. Wired him. Found he had an offer for it. We wired back and forth for three days, my customer playing a sort of a chess game against the moves of the potential customer in New Orleans. The difference came on the matter of allowance for their two old cars. My man finally won. He took a smaller allowance and he did it because his fight was up, and he wanted to win the thing from the other fellow."

ALMOST A RECORD FOR A QUICK SALE

"Montreal will now be heard from," said the chairman. "I'll tell you about the quickest sale I ever made," said Montreal. "Raining harder than since the flood one day. Man came in, asked if we had a six-cylinder of a certain color. My stuff sold in Canada for \$7,500. By good luck we had just taken one out of freight. Didn't have its travelling sheet off it. Lifted up the sheet, man took a look. Said he liked it. Asked him if he wanted a demonstration. Said no. Then he

said 'I'm so and so,' naming a man famous throughout the Dominion as one of its multimillionaires. Pulled a wad of money from his pocket big enough to mend a blow-out in a tire, counted out \$7,500 in cash and said; 'Send it round to the Windsor tomorrow morning'."

Often a man sells himself. The writer had one instance of this in a Western city. We had a closed car that had hung round till late in the spring. A physician came in, saw the car, liked it, asked a few questions and took a ride. In the several hours that he was with me, I did not advance one single selling argument on the sale. He brought up all the arguments and asked me if he was not right. All I had to do was to say he was and he signed the contract at once, took the car in five days and has been satisfied ever since.

One of the Boston men had been sitting silent saying nothing. At last he said 'I've been listening to you fellows talk with a good deal of interest. There are a very few things that make most of the automobile sales. They are the mechanical design and reputation of the car, the finish, the comfort, the model, the equipment, the price and the reputation for service, and the greatest of these is service and again service. The meeting is ended."

MacManus Co. Places Bagley Advertising

The MacManus Company, of Detroit, is now placing copy for a newspaper campaign for the John J. Bagley Tobacco Company. The same agency is also now handling the accounts of the White Star Refining Company, manufacturers of "Linshine," a furniture polish, and the Abbott-Detroit Motor Company, which has recently brought out an eight-cylinder car. All three concerns are located at Detroit.

Toning Up Beer Advertising

The newspaper advertisements of the G-B-S Brewing Company, Baltimore, for Arrow Beer, contain cooking recipes of tempting new dishes for housekeepers which have no connection with the sale of beer. A different recipe is published each week and the suggestion is made to "Cut it out and save it." In addition to the recipe for some new dish each new ad contains a talk on "Beer as a Food."

Automobile Advertising In Pittsburgh is the best in the

"Gazette Times"

Sunday

"Chronicle Telegraph"

Wednesday

The advertising and news is featured on these days and you can have the flat combination commercial rate of 22½ cents per agate line if you use the same advertisement in both papers.

For further information or co-operation write

URBAN E. DICE

Foreign Advertising Manager
Pittsburgh, Pennsylvania

J. C. WILBERDING

225 Fifth Avenue
New York City, New York

THE JOHN M. BRANHAM COMPANY
Mallards Bldg. Chicago, Ill.
Chemical Bldg. St. Louis, Mo.



Wants a Young Man
for Advertising Dept.
Experience in this business necessary. State age, education and former employment. Send photograph with application in writing, and samples of your own work. Good salary and unlimited opportunities for alert young man with ambition.

YAWMAN AND FREE MFG. CO.

Rochester, N. Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINTY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 29, 1915

Hastening the Standardizing Process

Growing - pains and infantile disorders are the common lot of any new enterprise. Before a business may be said to have "turned the corner" it is pretty certain to pass through the stages of industrial measles and whooping cough, bee-sting and ivy poisoning. Not only is that true of individual concerns, but it applies to whole industries. The automobile business is the one most conspicuous recent example, and one very important branch of the automobile industry—the motor truck—has only just reached the point where it may be said to have become standardized. Henry B. Joy, president of the Packard Motor Car Company, writes:

"It is not an easy matter to go into the motor-truck business and stay in it and make a trade-name in it. Any industry, I suppose, suffers from those who engage in the business and, without knowing their costs, sell at a loss, or make inferior articles which sell at less cost. The inexperienced layman buys those vehicles at a bargain because he feels that the manufac-

turer offering goods at higher prices is seeking unwarrantable profits.

"It takes a long time for the situation to shake down to brass tacks on the merits of the goods. That accounts for a great many failures in the truck business. It is a very, very difficult business, requiring great expense and persistent and continuous effort. The good truck companies are steadily pressing along the lines above outlined, in my judgment.

"Nothing cheap or of inferior quality will stand up and serve with the same economy as the thoroughly good, well-designed, well-made article. Railroads do not buy locomotives because they are the cheapest. They buy those which, from their experience, regardless of cost, will carry freight the cheapest and with minimum upkeep. A locomotive must be a meritorious article and a motor truck must also be a meritorious article in order that its makers shall survive through the years."

It is one of the great advantages of advertising, not often touched upon, that it tends materially to shorten this period while the industry is striving to find itself. The unworthy product is the sooner weeded out because of the necessity for meeting the advertising of its worthy competitors. It is a net gain to all concerned—the public as well as the industry itself—to get the trial and error period over as soon as possible.

A Training School for Future Advertising Men

The admission of the College Publications Advertising Club to membership in the A. A. C. of W., which was announced by the National Commission April 21, has an interest for advertisers quite apart from the fact that it represents a step in the organization of college publications as a possible factor in national advertising campaigns. It is quite true that the twenty-five publications which form the present membership of the club have space to sell, yet that is not the

full extent of their service to the advertising fraternity. As we see it, the chief significance of the closer affiliation of the college publications with the advertising interests of the country lies in the number of young men who are obtaining valuable preliminary training of a kind which may be exceedingly useful to advertisers.

We have referred once before to the advantage which the manufacturer of technical products enjoys in being able to draft his assistants from the technical schools, thereby avoiding a vast amount of rudimentary training. At the same time we pointed out the possibility that, in the course of time, the departments of advertising and journalism in our colleges might be brought to render a somewhat similar service to advertisers, enabling them to pick men already equipped with a fair working knowledge of advertising practice, instead of being obliged to bear all the expense of training recruits for the advertising department. It is in that connection that we regard the affiliation of the college publications as important.

The men who have served apprenticeships of a year or two on these student publications (the staffs of which number from twenty to sixty-five individuals) should be particularly valuable candidates for subordinate advertising positions. They will be more valuable than ever, now that they are to be brought into closer contact with those engaged in advertising as a means of livelihood.

Managing and editing a college daily may be regarded as a dilettante occupation, but many of them are extremely substantial propositions for all that. The *Cornell Sun*, for example, has a budget of something like \$29,000 a year, and the men who are engaged in spending that amount of real money for paper, ink, halftones, reporting, soliciting and all the other things which go to make up a publication can hardly fail to pick up some very practical knowledge in the process. What they need, of course, is a proper perspective upon advertising as the serious business of life, and their

affiliation with the Associated Advertising Clubs will help to give them that. As a source of raw material out of which to fashion advertising men, the college publications will bear watching.

Using the Thing One Has to Sell

Is there really any essential difference between advertising a newspaper or other publication and advertising any other sort of commodity? If there is any difference, the advantage would seem to lie on the side of the publication, yet we know of a good many publishers who apparently think that advertising in their own papers isn't worth one-half what they charge other people for it. They ask their customers to pay card rates for a commodity which they aren't willing to use themselves at its cost of production. They *believe* in advertising all right—for the other fellow. But the use of their own columns to promote their own business seems to shock their conservatism.

There are conspicuous exceptions of course, but the great majority of publishers have been so busy teaching others how to advertise that they haven't realized how many things they have to advertise for themselves. They have gone to all the trouble and expense of building up their news service, their features, their special writers, their cartoonists—yes, their *advertising*—but they very seldom take the trouble to tell people about those things. Aside from a perfunctory announcement of the features in the Sunday issue, and a hundred lines or so devoted to promoting the classified department, the merits of the paper are usually allowed to speak for themselves. Of course they *do* speak for themselves, and so do the merits of Eastman Kodaks and Shredded Wheat Biscuits and Gillette Safety Razors. But the concerns back of those successful commodities don't let the goods do *all* the talking.

The publisher who "hasn't anything to advertise," hasn't got a good paper, and he should proceed

at once to get something which he *can* advertise. Then he should advertise it. If he has the best Washington correspondence in his city or his State, he probably knows it because he pays for it. But does the public know it? If he makes an important news beat his staff may pat each other on the back, but the public will never know unless he tells them. It isn't a question of casually alluding to the subject by way of conversation, but it is a question of advertising it impressively, earnestly, forcefully, sincerely.

Look where you will, the publications which are growing fastest are those which are advertising their own excellence. Their readers are not merely customers—they are boosters. They quote the publication as an authority, and they know why it is an authority. They have confidence in its editorial policies, because they understand its policies, and that confidence does not stop at the column rule, but spreads over the advertisements. They don't buy the Sunday paper for its features and the department store ads, and read some other paper the rest of the week. Publishers should know how to *use* the thing they have to *sell*. Publishers should *advertise*—in other papers and above all in their own papers.

A Dangerous Use of Trade-names

It is astonishing sometimes to note the amount of trouble which a business man can bequeath to posterity through the unwise use of his name. The J. I. Case Plow Works, and the J. I. Case Threshing Machine Company, both of Racine, Wis., are just now engaged in a rather heated controversy arising from the fact that the founder of both concerns did not fully understand the significance of a trade-name. The Plow Works manufactures a line of tillage tools, while the Threshing Machine Company is occupied with harvesting machinery and automobiles. There is no confusion between the registered trade-marks of the two companies, but both are clearly

entitled to the use of the name "Case." Recently, however, the Threshing Machine Company began to market a line of plows, whereupon the Plow Works brought suit and began to issue warnings to dealers and the public.

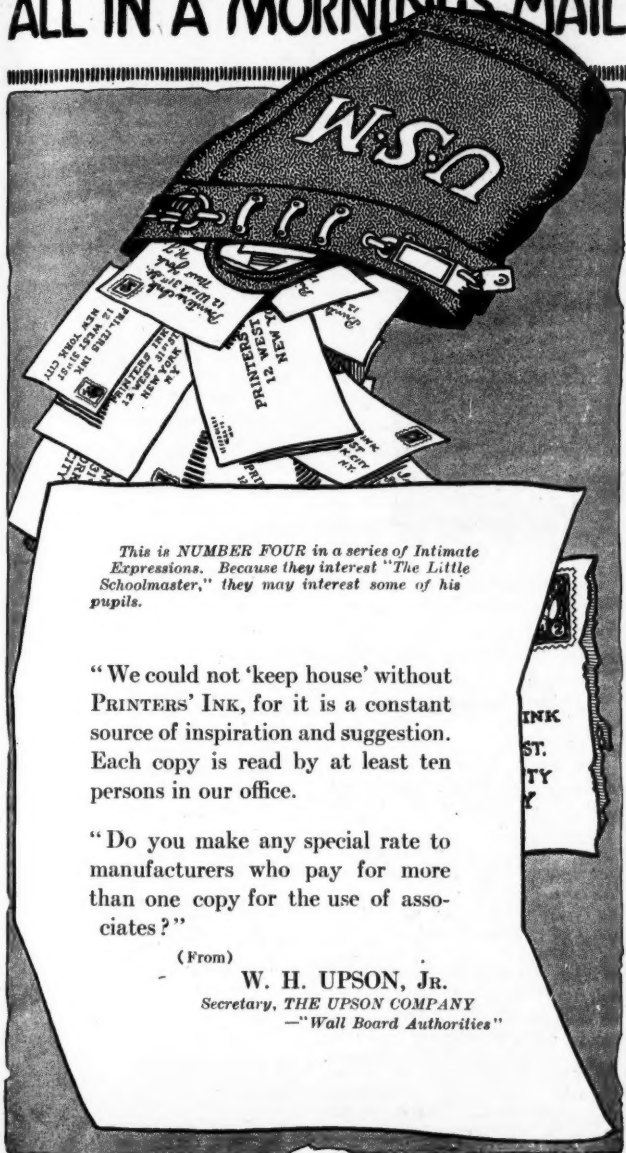
"Do you know when a Case Plow is not a Case Plow?" is the headline on a bulletin which dealers are requested to hang in their warerooms for the information of their customers. Then follows a recital of the grievances of the Plow Works, which declares that, "At the time the family and heirs of J. I. Case sold their interest in the J. I. Case Threshing Machine Company, they did not sell, nor did the purchaser buy, the right to the 'Case' or 'J. I. Case' name on plows."

The Wisconsin courts can be trusted to settle the differences between the claimants in the course of time, but meanwhile the good will of neither concern is being enhanced by the proceedings. The Case name is being held up as a danger-signal; a sign that prospective purchasers would better be wary. If there was confusion in the trade already, this controversy will only tend to increase it so long as it drags through the courts. The unfortunate aspect of the affair is emphasized by the fact that both parties to the suit are concerns of long-standing reputation.

When J. I. Case founded the separate concerns which bear his name, the true significance of trade-names was not so well understood as it is to-day. If it had been, the present controversy would probably never have arisen, for the two concerns would doubtless have been distinguished beyond the possibility of confusion. For the present-day business man, however, there is no such excuse. He must not only protect his name from unauthorized use, but must refrain from authorizing any use of it which may lead to future confusion.

H. E. Denegar has resigned as publicity and convention director for Asbury Park, N. J., and will open a publicity and tourist bureau in New York.

ALL IN A MORNING'S MAIL



This is NUMBER FOUR in a series of Intimate Expressions. Because they interest "The Little Schoolmaster," they may interest some of his pupils.

"We could not 'keep house' without PRINTERS' INK, for it is a constant source of inspiration and suggestion. Each copy is read by at least ten persons in our office.

"Do you make any special rate to manufacturers who pay for more than one copy for the use of associates?"

(From)

W. H. UPSON, JR.

Secretary, THE UPSON COMPANY

—"Wall Board Authorities"

Sales and Advertising Executive

An exceptional opportunity for a thoroughly capable Sales and Advertising Executive to form a substantial, permanent, business connection.

A well financed and growing subscription publishing institution, located in Chicago, requires the services of such a man.

This man should be of mature age (25 to 40), should possess a good education—legal training desirable—should have a knowledge of office routine and successful experience in the sale of highly specialized products.

He must be willing to spend some time in the field to demonstrate ability to sell product successfully himself, and then from time to time to demonstrate its salableness to new salesmen.

He must be able to write STIMULATING sales letters, advertisements that BRING inquiries, and circulars and mail-order follow-up that CLOSE orders.

In short, the position calls for a thoroughly capable, well-balanced sales and advertising manager, who is willing to work hard and intelligently to build a million-dollar-a-year business.

The man who can fill this important position acceptably will be paid a salary commensurate with his ability. If the connection proves mutually satisfactory, he will be given an opportunity to acquire an interest in the corporation. Address, "W. A.," Box 281, Care PRINTERS' INK.

Stores Attempt to Correct Return Goods Evil

Cleveland Retailers Band Together to Prevent Abuse of Privilege of Returning Goods After Long Time Has Elapsed Since Purchase—Advertising to Help Correct the Evil

THE large retail dry-goods and department stores of Cleveland have combined in publishing a series of educational advertisements designed to correct the "Return Goods Evil." In every city this has become a serious problem, and it seems the Cleveland merchants have hit upon the only solution, and that is to educate the public and make an appeal for co-operation. A recent advertisement read:

"DO YOU HAVE YOUR MERCHANDISE SENT HOME ON APPROVAL?"

Then followed this appeal:

"For three weeks the merchants of Cleveland have been requesting, through the advertising columns of this newspaper, the co-operation of the buying public of Cleveland in remedying the abuse of one of the many services offered by the merchant of to-day.

"The privilege is that of having merchandise sent home on approval, and later returned for credit. A comparison of the records of the retail merchants has indicated that it is abused:

"By having merchandise sent home on approval when the selection could be made at once;

"By having several articles of merchandise sent from several stores on approval, in which case all but one of the articles must be called for by the merchants and returned for credit;

"By the purchase of some article with the intent of making use of it and then returning it for credit; and

"By returning merchandise after it has been out of the store for a week or longer, instead of returning it within a reasonable time (48 hours).

"The merchandise in question may be an article of jewelry, it may be a book, or it may be an article of wearing apparel; the privilege, and its consequent abuse, has been extended in connection with the smallest article in the retail store or with such merchan-

dise as chinaware and furniture.

"The abuse of the privilege of having merchandise sent home on approval is unfair to all concerned; it is unfair to you who abuse it, and to you who suffer through its abuse by others; it is unfair to the salesperson who serves you, and it is unfair to the merchant who is endeavoring to give you the most efficient service possible.

"All reforms to remedy abuses of this kind must come from the buyers themselves. If the patrons of all Cleveland stores would, to quote from an admirable editorial 'buy only what they want, and keep what they buy,' the result would be a benefit in every way to everyone in the community.

"The undersigned merchants, therefore, in accordance with the action of the Retail Merchants' Board of the Cleveland Chamber of Commerce, take the liberty of asking that each patron assist them in minimizing the abuse of this privilege upon the part of the few by co-operating to the extent of

giving thoughtful consideration before having merchandise sent home on approval."

"Printers' Ink" Statute in Colorado

According to late advice from Denver, the Governor of Colorado has signed the bill against fraudulent advertising which recently passed the legislature. The bill embodied the PRINTERS' INK Model Statute with an added section specifically exempting publishers who accept fraudulent advertisements without knowledge of their character.

League to Hear About Coupons

S. H. Ditchett, editor of the *Dry Goods Economist*, will address the Advertising Men's League of New York, May 11, in opposition to the profit-sharing coupon. F. Huber Hoge, of Frank Seaman, Inc., will tell the advantages of the coupon.

Ridderhof Comes East

C. Ridderhof, who recently resigned as advertising manager of the Hotpoint Electric Heating Company, of Ontario, Cal., will join the staff of the Society for Electrical Development, in New York, about the first of May.

The Might of the Millions

A hundred readers of an advertisement is better than one—a million is better still.

Poster Advertising in Chicago

is economical,—direct,—impressive. It reaches 2,500,000 people in the City of Chicago alone, without taking into account the populous district surrounding the City, and the vast ebb and flow of the floating population.

May we tell you how little it costs to reach them?

AMERICAN POSTING SERVICE

B. W. ROBBINS, President

CHICAGO, ILLINOIS

The Little Schoolmaster's Classroom

THE Schoolmaster was glancing over a copy of a law journal the other day, and ran across a column or two of rulings by the committee on professional ethics which dealt in the most solemn and pompous fashion with sundry matters which seemed, to the layman at least, to be utterly trivial. "What a blessing it is," thought the Schoolmaster, "that the advertising business is not thus burdened with an artificial code of morals which necessitates a corps of experts to interpret it." And in the very next mail appeared the following:

Dear Schoolmaster:

A word of advice will be appreciated. This company insists upon running a line of copy which I am morally convinced is unsuited to the proposition, and entirely inadequate. I am further convinced that a complete change of policy is called for, and am prepared to put it into effect. Insistence upon that point, however, will most likely cost me my position. Am I justified in compromising with my conscience to the extent of giving the company what it thinks it wants, or should I fight for what I believe is right, no matter what the cost to me personally?

Advertising Manager.

* * *

In the absence of a committee on professional ethics, the Schoolmaster will do his best. It is easy to distinguish in the above the fine Italian hand of the wicked fairy in the advertising paradise, familiarly known as the boss. And sooner or later every advertising man who is worth his salt learns to handle the boss, just as he learns to handle the sales force or the jobber or the dealer. It isn't a problem of morals, but of salesmanship. The advertising manager is selling his services, just as he is selling the product of the concern. And as he analyzes his market in the one instance, he should analyze it in the other. If the boss will buy his best product, well and good; otherwise it may be necessary to sell him "seconds" for a while, and in the meantime educate him

to the advantages of the first grade.

* * *

It is probable, too, that the boss isn't altogether wrong in his diagnosis of the needs of the business. When two people take opposite views it is very seldom that *all* the truth is found on either side. Usually, in fact, they are both wrong, in minor particulars at least, and there is plenty of middle ground for compromise—and it needn't be a compromise of conscience, either. Indeed, the Schoolmaster fails to see that the dilemma of the advertising manager above quoted involves any moral question at all. Unless he is asked to advertise the product fraudulently, it is hard to see why his conscience should bother him unduly. In the last analysis the boss is spending his own money, and is entitled to buy what he likes with it. If what he buys isn't good for him—if he buys too much candy and soft drinks and not enough roast beef and vegetables—it may be bad for his health, but the man who sells him the candy is not morally to blame for that.

* * *

Sometimes we are inclined to put a little too much emphasis upon "talking points"—at least it seems so to the Schoolmaster when he runs across some refreshing little departure from the conventional. The man who sits at his desk and goes over his mail gets tired of "talking points," too, and appreciates a little diversion once in a while. If you don't believe it, try on yourself the following little extract from a mailing folder of the New Jersey Zinc Company, which was accompanied by a postery illustration which, unfortunately, doesn't lend itself to black-and-white reproduction. It is entitled "A Helpful Hint from the Outside," and reads:

"An aged philosopher was confined in a tall tower by a wicked prince. His wife came to the foot

of the tower at dusk and asked what she could do.

"Return to-morrow night. Bring a live beetle, some rancid butter, a skein of silk, a strong cord and a rope."

"The woman did so.

"Smear the butter on the beetle's head; tie the silk to him; set him on the wall with his head pointing upward."

"She did so. The beetle, following the scent of the butter, traveled steadily until it reached the philosopher's window. The philosopher took the silk thread in his hands, pulled up the cord, and with the cord pulled up the rope, and with the rope made his escape.

"This folder is our way into your office. Attached to it is an offer to help you. Attached to the offer is a service.

"We manufacture zinc. Zinc gives paint its enduring and protecting power. As paint covers a great deal of the work you do, the quality of that paint is important to you.

"It is to assist you in getting this quality in the paint you specify that we offer you the services of our paint experts."

* * *

Wasn't the rumor current a while back that the magnates of baseballdom were considering advertising seriously? It now appears that some of them are taking advertising a little *too* seriously, if one may judge from the following announcement which the Schoolmaster clipped from the *Baltimore News*:

At the request of the directors of the Federal Baseball Club, *The News* will not display play by play on its score-board the games the local club plays at home.

The directors have made this request on the ground that the score-board detracts from attendance at the park and in that way diminishes receipts. *The News* has contended that its score-board increases interest in the game and in the long run helps attendance.

However, if Baltimore is to have a club in a major league, it is going to be necessary to pull together. *The News* does not wish to do anything that the directors think militates against the club's financial success, and it, there-

See How Moving Pictures Are Made to Advertise and Actually Influence Sales

WHEN IN CHICAGO VISIT OUR PLANT.
The largest factory in the world devoted exclusively to manufacturing moving pictures adapted for industrial exploitation, commercial education, general advertising, publicity, and selling demonstration.

We Are Recognized as the Senior and Leading Specialists in

MOVING PICTURE ADVERTISING

Send To-day for Our Descriptive Booklet—It's Free!

Industrial Moving Picture Company

WATTERSON R. ROTHACKER, President.

223-233 West Erie Street

CHICAGO

Have You an Opening for a Clean-Cut, Aggressive Young Man—With an Exceptionally Splendid Record as a Sales Executive?

Yes, and I am in the harness—*making good*—but am with a firm (a mighty good one) in a limited field, and am convinced that I can develop more rapidly in efficiency as an understudy to a man handling a much larger proposition.

If you are in need of an assistant—who has proven his ability as a salesman—a man who has proven his ability to handle representatives and get work from them—let's open negotiations.

My present position is considered exceptionally heavy for one of my age. I have built up a splendid sales organization, and the literature, circulars, etc., sent from my department are much above the average—both in quality and pulling power.

I am twenty-seven years of age—clean-cut and aggressive, and analyze thoroughly the problems of my department. If you want the services of a young man with a splendid sales experience—one who is persistent—a close student—loyal—enthusiastic—and enjoys work. Address "Y. M.," Box 280, care of Printers' Ink. Appointment desired.

WANTED! A 1 Salesman

Large printing company wants an A No. 1 salesman for Western territory, particularly Ohio. Must be man with established trade and experience.

A fine opportunity for right man.

We do all kinds of color lithography and high-class catalogue letterpress work.

Only "bang-up" men need apply.

Address B. M. Box 277, care of Printers' Ink.

fore, agreed to discontinue the use of the score-board for home-played games.

When the team is away from home the games will be shown as heretofore.

* * *

Since the Schoolmaster first brought up the subject of a concern's advertising to its own stockholders, he has been seeing repeated instances of it. The latest example comes to hand with the dividend check of the United Fruit Company, in the form of a folder recommending the use of the company's passenger steamships in connection with a trip to the California Expositions. With the folder is a card of introduction which reads: "Introducing Mr. (name written in), a stockholder in the United Fruit Company, to the Captain or Purser of any steamship of the Great White Fleet. A. W. Preston, President." Probably the presentation of the card would entitle the stockholder to a seat at the captain's table, and it might secure a better choice of staterooms. It also affords some opportunity to key the results. But the cost is so slight that it is worth doing anyway.

Will Identify Cigars by Guarantee Band

Otto Eisenlohr & Bros. are advertising in Philadelphia newspapers, in reading notice style, calling the attention of smokers to the fact that they are now assured of getting the genuine article when they ask for the popular Cinco cigar. The copy points out that heretofore the smoker had no assurance that a cigar was a Cinco simply because it was sold out of a Cinco box, and for the protection of the consumer the firm has adopted a form of identification by putting on each cigar a band which is a guarantee to the purchaser that he is getting a genuine Cinco cigar. It is the first time in 30 years that this cigar has carried a band.

C. G. Fullerton Now With Schwarz Studios

C. G. Fullerton, for over a year advertising manager of the Chas. H. Fryer Company, of Providence, R. I. and previous to that connected with the Wylie B. Jones Advertising Agency, of Binghamton, and the Tokalon Company, of Paris, France, is now manager of the sales service department of the Schwarz Studios of Syracuse, N. Y.

Chicago Packers to Expand Food Lines

Morris & Co., of Chicago, have sent out a circular letter to dealers which indicates that they propose to handle a general line of food products in the future and not confine themselves to the sale of packing-house products. Part of the letter reads as follows:

"We are able to give you the widest possible range of food products. Not only do we sell hams, canned meats, bacon, lard, poultry, eggs and butter. but we also handle all kinds of table delicacies, such as catsup, sardines, sour kraut, condensed milk, canned salmon—there is hardly a food product that you can't buy from us.

"It enables you to buy in quantities that save freight charges. You will appreciate what that means on standardized food products when it enables you to sell them at the regular market price and make more money than the fellow who buys from hand to mouth and pays all the freight required on small quantity orders.

"It saves clerical work, bookkeeping, letter writing, etc. It enables you to deal with a house that is strong financially and can give you the advantage of the most extensive buying power and widely distributed manufacturing cost because of the immense volume of our business."

Furnishes Food for Thought for Clothing Dealers

Recent trade-paper advertising of Alfred Decker & Cohn, makers of "Society Brand" clothing, shows the breadth of the possible market open to their dealers. Referring to the company's magazine advertising, the copy reads:

"Our full-page advertisements, 9 by 12 inches in size, are seen in 2,000,000 homes each month. And in each of those homes there are on the average two men who probably want these clothes.

"Young men and men who want to keep their youth—fathers and sons who want to dress young men's active parts. Most of these men now know Society Brand clothes. Many of them live in your town, but perhaps don't know where to get them.

"If you are the merchant who sells these clothes, be sure that these men know it. Let them know through your windows. Let them know through an ad now and then in your local newspaper.

"If you don't handle them—and your city is open—write us about an arrangement by which you can get this waiting trade."

Stein With Strouse & Co.

Walter M. Stein, advertising manager of Frankel Bros., clothing manufacturers, of New York will go to Baltimore next month as sales and advertising manager of Strouse & Co., also manufacturers of men's and young men's clothing. Mr. Stein has been with Frankel Bros. seven years.

To Win

a market you must attack it at the right moment. I doubt if many know the exact right moment—most of us get in either too soon or too late.

Just now the trade markets of

Great Britain

are vulnerable. I personally know of many orders placed in the U. S. A. that used to go to Germany.

You may think it is still a little soon, but it is surely better to be ready to grasp Old Opportunity by his few remaining hairs than to let him slip by.

Now is the time and

London Opinion

can help you.

Here you have the most popular weekly paper in the country with a distribution that covers the country. Its circulation is obtained without competitions or prize-giving stunts; it just sells on its merits to a quarter of a million of the best-class homes. The Witty Weekly that spoils your best joke. Write me for full information or ask your advertising agent.

John Hart

Advertisement Manager

15, York Bldgs., London, Eng

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

A Poster Campaign

**ST. PAUL and
MINNEAPOLIS**

will surely give YOU RESULTS

NORTHERN DISPLAY AD CO.

Scott Poster Service, - - St. Paul

Breslauer Poster Service, - Minneapolis

M. BRESLAUER, Manager

Lincoln Freie Presse

**GERMAN WEEKLY
LINCOLN, NEB.**

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 36 cents.

Actual average circulation 133,992

No Agricultural List is Complete Without

UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month

—Pays Farmers Who Read It—

So, Pays Advertisers Who Use It.

Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York (Member A. B. C.) Chicago

BIG DISCOUNTS ON ELECTROTYPES

Before you order another electro—large or small quantities—get our prices. We are ruled by no price-controlling combination. A-1 electros at prices you haven't heard of before. Ask for HALFTONE DISCOUNTS too.

HAYS AGENCY, Burlington, Vt.

Permanent Wood-finishing Exhibit in Metropolis

The Bridgeport Wood Finishing Company, New Milford, Conn., has recently established a permanent exhibit and service department in the Craftsman Building in New York. The object is to enable painters and decorators to obtain new ideas in wood finishing. The company says in connection with the new enterprise:

"This exhibit is complete and it is practical. Here you can see, right on the actual trim, a thousand different tones and finishes, effects that are called for every day—results that will make you marvel; for many of these surpassingly beautiful effects are obtained on some of the commonest woods used in building construction. See this exhibit by all means. Bring your wood-finishing problems here and let us work with you. We will assist you in working out your ideas on color harmony, service which is demanded by the discriminating property-owner to-day. Many master painters near New York are already bringing their clients to our exhibit and successfully deciding on color plans that impress the property-owner and save time."

It is also intended to encourage property-owners to visit the exhibit for the purpose of getting in touch with new developments along the lines covered.

Drug Store Sells Eggs

A chain of drug stores on the Pacific coast recently went into the egg business for one day only, with conspicuously successful results. The Owl Company's Los Angeles stores used good-sized newspaper space to advertise "water glass," an egg preservative. The company pointed out that eggs are at their lowest price in early spring, and that the economical housewife should buy them then and preserve them for use during the winter months. To clinch the point, the company offered to sell for one day only a dozen fresh eggs with every quart of "water glass," the eggs being offered at a price about two cents under the current market quotation. Only one dozen eggs were allowed to each customer, and no eggs were delivered. Though the exact figures are not obtainable, it is certain that the stores sold large quantities of eggs and preserving fluid.

Advertisers to Divide With Charity

The sales on Red Diamond Brand of coffee, packed by Wm. F. Donovan Provision Company, Inc., of Atlanta, Birmingham and Memphis, were boosted in Memphis by advertising "an all-week sale" at 30 cents a pound, with 50 per cent of the receipts to charity. The money was divided among such institutions as the Home for Incurables, the Old Men's Home and Old Folks' Home. The plan of giving 15 cents on every pound of coffee sold during that week to charity successfully established the sale of the coffee.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York
Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



PAUL BROWN

FREE
LANCE



154-W-106 ST.
NEW YORK CITY
TELEPHONE
6120
RIVERSIDE

COMMERCIAL ARTIST

HELP WANTED

WANTED—A thoroughly experienced editorial rewrite man in Chicago. Prefer one who has had experience on a trade paper. Must be able to take large volume of correspondence, rewrite, and boil down in clean, terse English. Give age, reference, past experience, nationality and salary wanted. Splendid opportunity for right man. Box 859, c/o Printers' Ink.

Competent office executive, capable of taking entire charge of accounting, order, filing and detail departments of small growing service agency. Must have previous experience in same line, good record and no bad habits. Position won't carry fancy salary now, but offers lone opportunity. Give full particulars and state compensation in first letter. All communications kept in confidence. Box 853, c/o P. I.

A business having splendid growth, with tremendous power for further expansion, has a big executive job for a competent advertising and catalogue man. Give complete business record. Box 845, c/o P. I.

WANTED—Live wire agents to handle line of Cards, Blotters, etc. Big commission. Fine side line for Printers or Calendar Men. Write for samples. **THE KROHMER COMPANY**, Insurance Exchange, Chicago, Ill.

Advertising solicitor with farm paper experience wanted for Eastern territory. Excellent opportunity on publication of large guaranteed circulation for man with record of success in this field. Salary or drawing account and commission. Give full particulars of career, age, salary, expectations, etc., in confidence to

Box 854, c/o P. I.

WANTED—An additional salesman to sell bulletin and electric signs for Pittsburg. Our present and prospective customers are located all over America, so that the field is large enough for the best man in the business.

Address, G. G. O'BRIEN, 3216 Fifth Ave., Pittsburg, Pa.

MEETINGS

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 10, 1915, at 12 o'clock noon. Chas. H. Thayer, Pres.

MISCELLANEOUS

The HARRIS-DIBBLE COMPANY announces the removal of its offices on April 24th to the Burrell Building, 171 Madison Ave., corner of 33rd Street, New York, N. Y. Telephone, Murray Hill 8110.

MANUFACTURERS' OUTLET

Manufacturers of merchandise that can be sold in distinctly rural communities will find a big outlet for their products through a recently organized Chain of Stores Corporation. We do not only sell your goods but advertise them as well. Will pay cash for goods when orders are placed. Manufacturers desirous of co-operating with us address for particulars, Box 850, c/o P. I.

POSITION WANTED

Publishing office executive, experienced in all branches of editing, printing, publishing, advertising and corresponding, seeks new engagement. Salary \$3,000. Alpha, Box 1990, New York.

A SERVICE MAN

An able, experienced executive, 29, seeks a new connection in the agency field or as advertising manager with an eastern manufacturer. Box 851, care of Printers' Ink.

I write ads that get results; sales letters that produce orders and collection letters that bring in the money. Am a trained man. Single, age 23, a hustler with about three years' experience. Let me show you what I can do. Box 852, c/o Printers' Ink.

STENOGRAPHER

Clever college man, 24, first-class technical and commercial stenographer, formerly in copy service department of technical journal, seeks desirable connection. A-1 credentials. Box 856, c/o Printers' Ink.

Will you give a beginner a chance? 14 years of business experience—6 of it creative selling. I. C. S. graduate, devotee of Printers' Ink. Keen, analytical turn of mind. 29 and married. May be a "find" for some agency or advertiser. Box 857, c/o P. I.

Food Merchandising

My seven years' experience in the merchandising of foods has held unusual opportunities of personal contact with jobbers, retailers and consumers.

I want to apply my knowledge in the service department of some agency or in the advertising department of some manufacturer selling a high grade food product. I am at present engaged in sales promotion work in an executive capacity, but, for personal reasons, desire a change. Salary \$2,500. Age 25. Box 858, c/o Printers Ink.

WANTED—An Advertising Opportunity. Capable copy and lay-out man, formerly with leading national agency, and just closed successful season with retail house, desires opening where energy, tact and advertising ability will lead to unusual, permanent, mutually profitable connection. Experienced in magazine and newspaper advertising, house-organ editing and the preparation of unusual catalogs, booklets and folders. College man, 32, good mixer, good habits, capable sales correspondent.

Initial salary secondary to opportunity. Box 855, care Printers' Ink.

MULTIGRAPHING

SMITH and BROWN
154 Nassau St., N. Y. Beekman 4774. Satisfactory multigraph work. Capacity 50,000 letters per day. Careful attention. Out of town orders solicited.

POSTER STAMPS

Hundreds of beautiful, original styles and designs, Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. **THE DANDO CO.**, 26-32 So. 3rd St., Philadelphia, Pa.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized $3\frac{1}{2} \times 8$, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 26-32 So. 3rd St., Philadelphia, Pa.

WANT-AD MEDIUMS

New Haven, Conn.—Register. Lead'g want ad. med. of State. 1c. a wd. Av. '14, 19,414.

The Portland, Me.—Even'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd., 7 times 4c.

The Baltimore, Md.—News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn.—Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads.

than its nearest competitor. Rates: 15c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y.—Evn'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.



ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,449. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy.. 2c.; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

South Bend, Ind., Tribune. Sworn av. Jan., 1915, 13,611. Best in Northern Indiana.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for towns by town and zone circulation booklet.

Louisville, Ky., Courier-Journal. Average 1914, daily, 32,595.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Mar., 1915, 77,916 daily; 70,559 Sunday.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the **Printers' Ink Publishing Company**, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (©) Boston's tea table paper. Largest amount of eve. adv't'g.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

The absolute accuracy of **Farm, Stock & Home's** circulation rating is guaranteed by the **Printers' Ink Publishing Co.** Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and N'w'n Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Actual av. 1st 9 mos 1914, 113,166. Actual average for 1914, 115,291.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Lacey. Actual average for 1914, 23,017. Benjamin & Kentnor, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Mar., 1915, 128,687 daily; Sun., 165,332.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,508. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.



Erie, Pa., Times, dy. Aver. circulation '14, 23,270; 23,484 av. Mar., '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. Av. net dy. circulation for 1914, 19,989.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Chester, Pa.—Times, dy av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Newport, Daily News, eve., 66th year. Covers field. Circulation for 1914, 4,845.



Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©) Sun., 33,018. (©) The Evening Bulletin, 48,772 ave. net paid for '14.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. March, 1915, average, 5,983.

Tacoma, Wash., Ledger. Average year 1913, daily and Sunday, 21,581.

Tacoma, Wash., News. Average for year 1913, 20,510.

Janesville, Wis., Gazette. Daily average, 1914, daily 7,129. March average, 7,849.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

Regina, Canada, The Leader. Average 1914, 16,619. Largest circulation in Province.

GOLD MARK PAPERS

Bakers' Helper (©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Boston, Mass., American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America. (©)

Boston, Mass., Ev'g Transcript (©) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'g Wisconsin (©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.



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ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

Chicago

A Fertile Field For Food Manufacturers

Seven thousand retail grocers supply 3,000,000 people, all of whom are located within a radius of 40 miles of the center of Chicago.

Chicago's retail grocers believe in newspaper advertising and are quick to co-operate with the manufacturer who advertises.

Chicago's people are responsive to food advertising in The Chicago Tribune.

What 4 Food Manufacturers Have Done In Chicago

Following is a brief statement of what four food manufacturers have done in Chicago with Tribune campaigns and assistance.

Emmart's Pearl Hominy

With confidence in his product and in the assistance The Tribune's Merchandising Service Department would render, Mr. Emmart concluded to invest in a test campaign in The Chicago Tribune. Before negotiating with The Tribune "Emmart's Pearl Hominy" was on sale at 750 stores. On the strength of the proposed Tribune campaign Mr. Emmart's salesmen were able to increase this number to about 1,000. Previously, several jobbers had refused to handle his product. After the advertising had been running a short time these same jobbers recognized a "live seller," and are now filling orders as fast as they come in. Old and new dealers alike report a satisfactory volume of sales. This advertising has been running but a short time, yet Mr. Emmart reports that his sales have doubled over the same period last year.

Airline Honey

"Airline Honey" was practically an unknown product in the Chicago market. On the strength of a proposed Tribune campaign the A. I. Root Company were able to secure 750 dealers to handle their "Airline Honey." Since the advertising began they have increased this number to about 1,000. The sales to date on "Airline Honey" through these dealers have run well up into five figures.

Pillsbury's Health Bran

This bran is a new product just put on the market. The advertising began in The Tribune February 1. Proofs of the advertising were furnished the salesmen to submit to grocers, and although the campaign is only one month old (March 1), over 1200 dealers are selling "Pillsbury's Health Bran." In instances where it was difficult to secure a one-case order—the retailers being inclined to await a demand,—repeat orders as large as 10 cases were received before the campaign had progressed ten days.

Pioneer Minced Sea Clams

This product had been on the market for a number of years, and at one time enjoyed a large sale in Chicago. However, of late years there had been no unusual selling effort behind this product, with the result that the sales had dropped to a stagnant stage. Deciding to revive the popularity of this product, salesmen were sent out to call on the trade, equipped with proofs of a proposed Tribune campaign. They succeeded not only in securing co-operation from old dealers in the form of prominent displays, but were able to open many new accounts. The advertising has been running for about three months and Pioneer Clams are now moving fast.

We Will Help You Do The Same

Through its Merchandising Service Department The Tribune is prepared to assist any advertising agent or manufacturer in analyzing Chicago—facts and data on which to build a successful Tribune advertising campaign are at your disposal. This department has helped others,—it can help you. In writing please state the name and character of your product.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco